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1 year	8.20-8.30	8.40	8.50-8.60	
1 month	0.85-0.90		0.90-0.95	
3 months	2.94-2.95		2.95-2.95	
12 months	11.40-10.95		11.10-11.05	

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BY MICHAEL CASSELL

BUYING AND SELLING a registered house in 1975 costs 30 per cent more in conveying fees than it did two years ago when the old scale of fees was abolished, says the Consumers' Association magazine *Which?* It adds that people buying cheap houses are worst hit, facing increases of about 50 per cent on registered property.

When the fixed-charge conveying scale was abolished, it was hoped solicitors would take into account the work necessary rather than basing fees on house prices alone.

Now, says *Which?* 'unregistered' property, which used to cost between 40 per cent and 50 per cent more to handle because of the extra work involved, costs about the same in conveyancing fees.

But for registered homes, the fees for buying and selling are up 30 per cent. 'Less than one

in five solicitors charged about the old scale of fees, and very few charged less,' says *Which?*

The gap between fees for registered and unregistered houses has narrowed dramatically for cheaper homes. 'Solicitors' fees for selling registered houses costing about £5,000 increased overall by about 4 0per cent—approaching the scale fees for unregistered houses,' says the magazine.

WINBLEDON
PHONE SERVICE

Information about Winbledon Fortnight will be available by phone each year. The Post Office is providing the service, which has proved increasingly popular since its introduction two years ago—in 1973 it received half a million calls, in 1974 610,000 calls.

Information about Winbledon Fortnight will be available by phone again this year. The Post Office is providing the service, which has proved increasingly popular since its introduction two years ago—in 1973 it received half-a-million calls, in 1974 640,000 calls.

ANN BALDING withdrew **Outer** from last night's **Hillary Seedler Trophy** at **Beverly** in order to go to to-day's **Kingsmere Stakes** (3.30) on his local course, **Newbury**, and I feel confident that by this evening he will be back in the **Outer Circle**. A bay half-stayer, My Swallow to that high class printer, **Saulding**, created a highly favourable impression on my only previous racecourse experience, when, when on strongly to take second place, at lengths, behind **Heaven Snows** at the last meeting here. With the benefit of that experience behind her **Balding's** charge, who runs in purple and orange, promising staminatea, **Shimura Bay**, should prove much good for **Daisy Warwick**, a respectable third of seven behind **Western Jewel** at **Kempton** recently. The only remaining chance for **My Swallow** is a half-stayer by **Welsh agent** to the brilliantly speedy **Wentworth**, is reported to have been riding out well in recent home but this outing may be faded.

At an hour before the **Kingsmere Stakes**, nine are due to line up for the **Newbury Summer Cup** (4.00), in which **Outer Circle's** **Joe Mercer**, pilots **Lady Aberbroook's** **Elgibre**. Although **My Swallow** will go close here, with **Goldwell**, 8.11 lbs. I doubt him

dealing with another locally-trained runner, **Honoured Guest**, from the Upper Lambourn stable of **Nick Vignas**.

Honoured Guest, owned by a newcomer to English racing, **Mr. Raymond**, from **Spain** (for whom another **Vignas** representative, **All Florida**, won the

NEWBURY
2.00 - **Brother Somers**
2.30 - **Kayla Shikari**
3.00 - **Honoured Guest*****
3.30 - **Outer Circle*****
4.00 - **Marce Ricci**
4.30 - **Starved**

YARMOUTH
3.15 - **Highway Robbery**
3.45 - **Little Ditty**
4.15 - **Glimmer of Hops**
4.45 - **Light Lager***

BEVERLY
2.00 - **Bessy Bay**
3.00 - **Red Canute**
4.00 - **Polly Panchum**

Showered Stakes last week), I thought he was returning his best form when taking second place behind **Kaska**, to whom he was trying to concede 24 lbs., in **Ripon's** **Joe Coral Handicap** eight days ago. With the benefit of the **Honoured Guest**, a same winner of **York's Dante Stakes** last year, should be capable of outclassing to-day's opposition.

Willie Carson has been retained for **Charles** from **Bernard van Cutsem's** **Stanley** establishment in the **Foxhill**

Handicap (4.00), but Barry Ellis has secured a Part Eddy for *Morco Ricci*, and I believe that this Herbage colt will give the champion jockey his first winner of the campaign.

As for the runner up to Zimbalon, from whom he was receiving only 3 lbs. in a mile and a half handicap at Haydock on May 23, *Morco Ricci* appears well in here, with 7 lb 13 lb. I expect he can give an account of himself, racing the somewhat disappointing Garden Party.

Turning to Yarmouth, where the course and distance winner, *Highway Robbery*, can win the *Marleburgh Handicap* (3.15), it could well pay racegoers to follow the fortunes of *Marleburgh Taylor*. The Newmarket-based jockey, who has done particularly well here in recent years, could complete a double on *Little Ditty* in the *Kitty Witches Plate* (3.45) and on *Light Lager*, who goes for the *Light Lager* in the *Doomsday Plate*, an hour later.

The *Light Lager*, a chestnut in Crespello fully trained by Gavin Pritchard-Gordon for Mr. Stanhope Joel, showed notable form in a trial race for the company on both her two-year-old appearances, and she again showed up well on her return this season, when eventually finishing sixth of 19 behind *Tiger Trail* at Kempton a fortnight ago. She should be surprised if she is beaten.

DOWN

1 Rock back one sailor with another (6)

2 Tear was welling up in cutter (6)

3 Southern press looks swell (6)

son and, Pfitzner Songs (BBC)	10.19, 10.19 Academy of the Plans	10.19, 10.19 Academy of the Plans	10.19, 10.19 Academy of the Plans
11. Haydn, Mozart (3), 3.58	11. Haydn, Mozart (3), 3.58	11. Haydn, Mozart (3), 3.58	11. Haydn, Mozart (3), 3.58
12. things we say, 12.00 Concert part	12.00 Concert part	12.00 Concert part	12.00 Concert part
13. Schubert (3), 12.00 Tamas Varai	13. Schubert (3), 12.00 Tamas Varai	13. Schubert (3), 12.00 Tamas Varai	13. Schubert (3), 12.00 Tamas Varai
14. recital, part 1 Schubert, Liszt (3)	14. recital, part 1 Schubert, Liszt (3)	14. recital, part 1 Schubert, Liszt (3)	14. recital, part 1 Schubert, Liszt (3)
15. Chopin (3), 2.00 "Die Entführung	15. Chopin (3), 2.00 "Die Entführung	15. Chopin (3), 2.00 "Die Entführung	15. Chopin (3), 2.00 "Die Entführung
16. Dem Serail" opera in three acts	16. Dem Serail" opera in three acts	16. Dem Serail" opera in three acts	16. Dem Serail" opera in three acts

194m and 95.3 VHF
6.30 a.m. Kenny Everett with 24 hours
of music and madness. 9.00 Michael
Aspel with music, features, advice and
Swap-shop. 12.00 Cash on Delivery with
Dave Cash. 3.00 p.m. Roger Scott with
Music. 7.00 London To-Go. 7.30 Open
Line. 9.00 Nicky Horne's rock show. 11.00
Tony Mott's late night on Capital.
2.00 a.m. Night Flight.

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BRANCHES AND AGENTS THROUGHOUT THE U.K.

1. *Chlorophyll a* and *Chlorophyll b* were determined by the method of Arar and Collins (1971).

Moderns late and early

by MAX LOPPERT

Birtwistle: Verdes for Ensembles. The Fields of Sorrow (with Manning, sop.). London Sinfonietta/Atherton. Nenia—The Death of Orpheus, Manning/Decca. Matrix/Hacker. Decca HEAD 7 (£2.99).

Henze: Composes para preguntas. enismadas (with Fukui, viola). Second Violin Concerto (with Langbein, violin). London Sinfonietta / Henze. Decca HEAD 5 (£2.99).

Ver: Fourth Symphony. John Alldis. Ch/LPO/Serebrier. RCA ARL1-080 (£2.00).

La Valse. Mother Goose (complete). La Valse. Menuet antique. New York PO/Boulez. CBS 760306 (£2.99).

medieval and Renaissance music and the highly formalised structural and rhythmic devices of ritual, poetry and Classical Greek drama, order the scenery—dark, secretive and chaste in melancholy, or else lit with flashes of antique fire.

The earliest work on the record, *Verdes for Ensembles* (1968), with its groups of brass, wind and percussion, is superficially reminiscent of Varèse, in its adamantine brilliance, or Messiaen, in the interlocked patterning of contrabass blocks. But as the spatial elements make their purpose felt—the movement of players from point to point creates a sense of "structure in the round" (as well caught on this record as any essentially concert-hall experience can be)—the aggressively poetic personality of the music is perceived as distinct and clearly defined in itself. Freedom of choice plays no small part in *Verdes* (at times a player will be offered a choice of three staves from which to pursue his line), so that the "rightness" of the piece in any performance, even in one less bounding and vivacious than the Sinfonietta's under David Atherton, is the more remarkable.

The Entertainment Guide is on Page 28

Two fine fruits remain after all the lives and Ravel centenary junketings have died away. The *Fourth Symphony* is in many ways the American composer's boldest and most difficult orchestral score, embracing all the turbulence, demotic boisterousness and sentiment, mysticism, daring experiments with the "polyphony" of simultaneous but unrelated parts, and the far-seeing, stubborn individuality of vision for which he is now loved, together with a last movement in which an apothecosis of all the characteristic elements is attempted (if not finally brought off). In Leopold Stokowski's much-praised 1936 recording, one of his two assistant conductors required to cope with the proliferation of independent groups

sounds the composer has fashioned through which his questioning soloist wanders, are so succulent, various and full of artful delicacy, that the long, discursive, un-centred sequence can be enjoyed on its own terms—especially when the violin commands his instrument with the noble sensitivity Hiroyuki Fukui here displays. The Second Violin Concerto (1971), forcing strenuous and obscure music-theatre and musical analogies out of the texts by the poet Enzensberger and the mathematician Gödel, proves at once this matter, so that not all the wanted aural attentiveness can preserve the listener's attention or patience. Brenton Langbein is the secure, imaginative soloist; the Sinfonietta play, under the composer's baton, with admirable conviction.

In this last movement was José Serebrier, who now leads his own version (with assistants obviously employed but left anonymous). He fails to inspire in the orchestra the passionate eloquence and vibrancy that is his master's secret; yet the new recording presents much more of this complex score more clearly to the ear, so that the musical inspiration seems even more consistent in seeming richness. And level-headedness is not a quality to be scorned in lives.

Boulez continues his splendid journey through Ravel with an account of the complete *Mother Goose* that brings this wonderful, much-recorded score to glowing and glittering fresh life. The characteristics of the conductor's style, uniquely well suited to the composer, have been remarked upon before; here, in this most crystalline and decorative of the orchestral scores, the cool focus and light, floated touch serve to examine to an unexpected degree the sudden sinister shadows biting across the fragile story-book pictures. *La Valse*, with rubato and rhythmic lift given sober and considered attention, emerges a trifle academic, revealing just a little of the didactic Boulez not usually found in Ravel: the waltz style is a learned perception rather than a vital communication (has he ever danced the waltz?). Yet again the playing of the New York Philharmonic is feathery and poised, the antithesis of the orchestra's image. Ravel's 1930 piano piece—affectionate pastiche with a touch of elegant witfulness—provides a valuable filler.

Adolf Dallapozza in 'Der Vogelhändler'

Vienna Festival—1

Johann Strauss

by RONALD CRICHTON

The 25th Vienna Festival coincides with the 150th anniversary of the birth of Johann Strauss the younger. There is an international-cast *Fledermaus*, of which more in a further article, at the Theater an der Wien, and an exhibition in the Rathaus. *Eine Nacht in Venedig* is running at one of the suburban theatres. Almost every symphony concert includes something by the Waltz King. They are not, however, flooding him to death. Three days in Vienna have only produced (apart from disreputable music in the exhibition) a street-theatre production of *Der Zigeunerbaron* set up on a trestle stage in the stableyard of the Villa Hermes, an imperial bolt-hole deep in the middle of the Lainzer Tiergarten on the edge of the city.

The young soprano playing Stehl was gifted enough to make one want to stay for more than one scene, but *Der Vogelhändler* at the Volksoper beckoned. That agreeable, useful and efficient theatre naturally plays a leading part in a festival built round one of the major operetta composers. Strauss's *Wiener Blut* is in the repertoire supported by revivals of Lehár, Kálmán, Kalman, Millicker and Zeller. Carl Zeller's *Vogelhändler*, recently mounted in a new production with the book reworked (operettas are just as liable to the attentions of busy reviewers as little-known operas) by Fritz Eckhardt, is a charmer, whatever may have been done to it. The period has been brought forward to the time of the first production (1891). Karl-Eugen Spurr's permanent set, an elaborate, three-sided wooden gallery with sweeping staircases, placed against a painted backdrop of

figure once even more popular than Johann Strauss. Some of the *Vogelhändler* cast, including the tenor Hoffmann, Helga Papoušek, a tiny character soprano too intelligent to be labelled merely as a soubrette, and an experienced comic baritone, Hans Kraemmer, had been seen the previous evening in Millicker's *Der Bettelstudent*. This is an old production dating back to 1949, still presentable but not sufficiently so to arouse much interest in the work. *Der Bettelstudent* has more amusing dialogue than *Vogelhändler* and less soupy scoring, but Millicker's stock of tunes is rhinish compared with Zeller's. Two acts were enough, in spite of a likeable performance and the presence in the cast of two time-defying favourites, Ira Malanuk and Wilma Lipp. It was difficult to remember that 20 years have gone by since Miss Lipp sang Adele in the Clemens Krauss recording of *Fledermaus* which remains a model of Strauss style.

The exhibition in the Rathaus is on the usual, well-tried lines—portraits, mementoes, manuscripts, early editions of sheet music, background material about Vienna in the golden age of operetta. Enshrined in a central vitrine are the autograph score of *Fledermaus* and the property waltz used by the first Eisenstein. There is a print of the monster concert Strauss gave in 1872 in Boston before an audience of 30,000, with a choir of 16,000 and an orchestra of 1,500. Of interest to English visitors is the illustrated cover of a waltz dating from Strauss's London visit of 1868—*Erntedankfest* on Covent Garden, allegedly based on English popular airs.

Glyndebourne

Yevgeny Onyegin

by MAX LOPPERT

We had been invited back to Glyndebourne for two successive performances of the Chalkovsky revival, Sunday's and Tuesday's with a single cast change on each occasion. So that must be the business of this notice; it is impossible first not to repeat Elizabeth Forbes's praises, sung last month of the production—Glyndebourne at its finest, so loving in dramatic grasp of an opera, so just in scale, tactful in almost every detail, and supporting performance (that bit of side-stage fussiness evoked out during Prince Gremin's aria was a single, notable distraction) that the unique qualities of tenderly palpating passion and barely contained heartbreak in the music are as intensely and strongly affecting as the big display scenes are full of convivial and stirring pleasures. Even one who finds the parades outside the theatre odious must allow the

production inside to be Glyndebourne's most persuasive advocate. Lensky on Sunday was Anthony Rolfe Johnson, with his small, touchingly vulnerable face and frame, ready to blaze with love at a moment, or to be crumpled with hurt borne like a visible wound. Mr. Rolfe Johnson is the image of youthful, poetic impulsiveness, and though his singing in the solos lacked thorough schooling in the placing of each note (comparisons are discourteous, but it must be noted that on Tuesday the less physically suitable Ryland Davies as Lensky gave an account of his second act aria in every way more elegantly styled), there was a melting, unaffected sweetness in much of what he did, so that his end seemed even more heartbreaking and meaningless than usual. A strong, well-supported top B flat has still to be acquired. Tatyana on that occasion had been Galia Yoncheva, lovely,

graceful actress and uneven singer. Elizabeth Tippett, on Tuesday, rather reversed the epithets, though her presentation, on entrance of a plain, withdrawn, bookish young girl was acute and careful. Later, as an actress of a part drawn and coloured with Chekovian particularity of fine nuances, she tended to miss the sudden bursts of feeling, equally the heights of ecstasy and the depths of humiliated despair. She sang, from the start, with full, firm, naturally placed tone which grew lustrous and even radiant in the last scene—responding, no doubt, to the most ardently romantic Onyegin (Richard Stilwell) she can ever have had to reject. It was a handsome, heartfelt reading of a scene, and a role, that all finally for greater volatility of feeling. That Miss Tippett possesses one of the most secure and confident lyric sopranos presently about could hardly be doubted after this Glyndebourne appearance.

Phoenix

Godspell

by B. A. YOUNG

The shock of seeing *Howl* last week after seven years encouraged me to look at *Godspell* again on its return to the West End. *Godspell* is the square *Howl*, the rock-fest in which the motivation is in favour of established morality, not against it. It was received with approbation by a youngish audience and with adhesion by me.

Godspell consists of a free paraphrase of St. Matthew's Gospel as it might be played by a group of young children (though it leaves out what I should have thought the important factor of the resurrection). The acting of children before puberty is full of a blessed unselfconsciousness that gives charm to even their silliest inventions. The charm disappears when their childish antics are imitated by adult actors playing a script as childish as the acting. It is replaced, for me at any rate, with embarrassment.

My distress was sharpened at the Phoenix by the evident talent of the young company. All the solo bits are done with charm and skill; besides Tony Rickell, who plays Jesus as a quiet teen-age boy, not a clown as David Essex did, I was taken with Andrew Wadsworth, Sharon Lyle (who has the most memorable song, "Day by day"), Neil Marshall, and Su Pollard gives a fitting performance of "Turn back, O man" in the role of the stunts.

(pausing last night to evangelise two West End managers, no doubt by pure luck). Come in early from the interval, and there is an expert turn by David MacArthur metamorphosed into a stand-up comic.

James Gill, the director, seems to have had as little confidence in John-Michael Talbot as I, for it is almost unrecognisable as the same item that opened at the Round House. It is played in broad Cockney or regional dialect except when players represent a specific character, and is thickly laced with gags and business from television and music-hall. One may courteously attribute the extreme purities, such as the confusion between "path" and "bath," to Mr. Tebelak, on whose production this one is allegedly based; but I don't think Mr. Tebelak can be blamed for the restless, meaningless movement, often so unco-ordinated that attention is distracted from the main characters by by-play in other parts of the stage.

The singing is pretty good all the way through the company, and Stephen Schwartz's songs, though they seldom attain to more than a momentary euphony, sound well enough as the boys and girls and the four-piece group on the stage despatch them. The whole business seems so well-meaning, and he has brought such pleasure to the audience, that I am sorry I can't discern anything in it to admire.



Gemma Jones and Ian McKellen in David Rudkin's 'Ashes', which opened last night at the Young Vic

For this fickle group, one of the truly innovating forces in popular music through its infusion of electric rock into traditional folk song around six years ago, has had its ups and downs in all it looked like one of Fairport Convention's bad nights.

For this fickle group, one of the truly innovating forces in popular music through its infusion of electric rock into traditional folk song around six years ago, has had its ups and downs in all it looked like one of Fairport Convention's bad nights.

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ICA Theatre

Talkshop

by MICHAEL COVENEY

This is the first play by actor Thomas Baptiste and the lunchtime performance (daily at 1.15 p.m.) constitute a small part of 10th anniversary celebrations of the Notting Hill Peoples Carnival. The scene is a London barber's shop run by an immigrant and populated for most of the day by his friends talking about days in the sun back home and the likelihood of employing guerrilla tactics to negotiate a better deal for the black ghetto community. I must hasten to add that these topics are skimpily touched on. Mr. Baptiste following the example of fellow Trinidadian Maturin Maturin in plunging for comedy and bathos before serious sub-thumping.

This is all to the good, but the play is seriously underpowered even on the comic level. The barber (played by Mr. Baptiste himself) and his assistant (Norman Beaton) take turns to serve as stooge or feed to the passing flow, paying minimal involvement until the final, surprising flurry when a slip of the razor leads to Mr. Baptiste's zany punch-line.

Most of the dialogue centres, once again, around the spiritual conflicts of blacks when they both try to integrate in a white society and feel used or rejected by it. Fun is made of the characters' reluctance to work at either their jobs or their futures, and a threatening note is sounded when one of the regulars, smooth and slickly dressed, directs his demand—that blacks "who think they are white" should be obliterated—to the Afro customer. In the end, though, the piece proves a weak vehicle for the actors' vitality. The director is Gerald Chapman.

Book Reviews appear on Page 35

New challenges and opportunities

CDC's Annual Report and Statement of Accounts for 1974 is summarised as follows.

Needs of poorer nations

The world-wide economic upheaval has had severe effects on developing countries, especially those without oil or other valuable minerals, without substantial export crops and without industrialisation. Those countries have no cushion against further adversity. They present new challenges and opportunities for CDC, which seeks to promote and to support sound development projects of real value to the most needy people in the countries in which it operates, according to the highest priority, therefore, to rural development.

Operations in 1974

- Performance of CDC projects in 1974 again demonstrated the benefits to the host countries deriving from the Corporation's operations—
- value of exports alone produced by CDC subsidiary and associated projects was £135m, exceeding by many times the cost to the developing countries of servicing the whole of CDC's overseas investment
- additionally, savings in foreign exchange from production of goods for local markets, using indigenous raw materials, were considerable

- thousands of new jobs were created
- large numbers of nationals of host countries received practical training at CDC managed and associated projects, thus helping to equip them to shoulder greater responsibilities in the economic life of their countries in the future.

Financial results

In a year of economic turbulence, CDC's results for 1974 were exceptionally good. New approvals brought commitments to £257m in 241 projects. Disbursements were a record £36.4m bringing total investment to £204m. Operating surplus from which interest on Treasury loans, and provisions against possible future project losses, are met, was £19m subject to taxation. Final balance was appropriated to Reserve Fund. CDC operations stimulated at least £29m exports from Britain, with consequential benefit to the British balance of payments.



CDC's Annual Report and Statement of Accounts 1974 is available from Government Bookshops and HMSO Government Publications Agents. Price £2.50

WORLD TRADE NEWS

NORTH KOREA'S PROBLEMS

Debts and deficit

BY DICK WILSON

DESPITE a surprising promise of a \$300m credit from Iran, North Korea's trade with the non-Communist world is still in trouble.

JETRO, the Japanese foreign trade organisation, estimates North Korea's trading deficit last year at \$430m—four times the 1973 deficit.

A Japanese estimate of outstanding debts to the West, reported in the Far Eastern Economic Review, is \$550m, while the Korea Exchange Bank in Seoul, South Korea, puts the figure even higher, at \$1bn.

Hermes Kreditversicherung, the West German export insurance body, suspended further coverage for shipments to North Korea last year. While the Japanese Ministry of International Trade and Industry (MITI) denies that it has suspended coverage for export insurance to North Korea, traders in Tokyo say that it is not writing long-term policies for certain items.

Failure

A Finnish delegation to Pyongyang, the North Korean capital, four months ago failed to get payment of \$14.6m. outstanding since September last for paper-making equipment which had been delivered. A return delegation of North Koreans to Finland is expected to resume the repayment negotiations, although reports from

Helsinki after the Finnish team returned in February suggested that much of the equipment had been ruined by inadequate storage.

North Korea expanded its purchases of Western machinery after the launching of its new Six-Year Plan in 1971, aiming to double steel, fertiliser and electricity production. About half of its foreign trade is currently done with the West. Last year it had to pay more for the 11m tons of oil which it imports, mainly from China and the Soviet Union, and exports originally destined for the West had to be diverted to these Communist partners. Even so, Far Eastern sources put North Korea's outstanding debts to China, Russia and Eastern Europe at \$700m. to \$750m.

With high prices being asked for Western machinery, the North Koreans have seen prices for their non-ferrous mineral exports drop. It was believed that President Kim Il Sung's recent visit to Peking was in part prompted by the hope of Chinese assistance in this dilemma. The Chinese Minister of Foreign Trade, Mr. Li Chiang, was present at some of the top-level meetings which Kim had in Peking. But the Chinese, if they helped at all, would probably have offered payment facilities for their goods and services supplied by them, rather than foreign exchange.

Similarly, the Iranian offer of \$200m., incorporated in a trade

agreement signed by the Korean Vice Premier, Mr. Pak Sun Chul, in Tehran in March, is to pay for Iranian shipments of oil. In return, Korea is to send steel, corn, chemical fertiliser and cement to build up a two-way trade to a 1980 target of \$700m. The Koreans are also buying a 15,000 ton cargo ship from Iran's neighbour, Pakistan, to be built by Karachi Shipyard.

Trouble

The Japanese, who account for two-fifths of North Korea's non-Communist trade, are having most trouble with the North Koreans. Payments have not been made for various steel and equipment shipments. Japanese traders say, however, that the North Koreans have given them detailed timetables for repaying these debts.

Sweden, which planned an exhibition of industrial products in Pyongyang this spring, is also badly affected. Swedish orders for North Korea are estimated to be worth \$110m, and a Swedish Radio report recently said that Swedish traders had, in their turn, bought "practically nothing" from North Korea, despite its mineral resources.

All of which shows the problems faced by the Korean-British Trade Council (Pyongyang), the London-based body of agreements between the two countries which now stands at about \$140m. a year in Australia's favour.

Last year it agreed to voluntary quotas on track suits. But this year Australia wanted the Textile Authority to limit two days before the talks ended and then the meeting took place at a social occasion.

Australia China textile talks fail

By A Special Correspondent

TALKS in Peking between Australian and Chinese officials on voluntary restraints on textile exports have broken down. The Australian negotiating team has left Peking.

China is the first country to put obstacles in the way of voluntary restraints. Although the talks were said to have led to a better understanding of the Australian problems with growing textile imports, the Chinese stand has put the Australian Government in an embarrassing spot.

Unless the Chinese change their mind in the next few weeks, the Government has the choice of imposing direct tariff quotas on the Chinese or facing the wrath of other countries such as Hong Kong, South Korea, and Macao, which have already agreed to voluntary restraints.

The Chinese are concerned at the growing imbalance of trade between the two countries which now stands at about \$140m. a year in Australia's favour. Last year it agreed to voluntary quotas on track suits. But this year Australia wanted the Textile Authority to limit two days before the talks ended and then the meeting took place at a social occasion.

Sydney Morning Herald.

AMERICAN NEWS

Lockheed admits political payment, denies illegality

BY GUY DE JONQUIERES

NEW YORK, June 11

LOCKHEED Aircraft has revealed that it has made a \$220,000 political contribution in an unidentified foreign country, but has insisted that the payment was entirely legal.

This disclosure follows inquiries made by both the Securities and Exchange Commission and Senator Frank Church's subcommittee on multinational corporations as to whether Lockheed retains any foreign consultants and has made any previously undisclosed payments abroad.

A Lockheed spokesman said that the company has yet to reply formally to the questions from the SEC but has insisted that the contribution was made in a country where such gestures are both "legal and traditional" and that Lockheed has kept proper records of its contracts with foreign consultants and payments made abroad.

A further light has been cast on Lockheed's activities, however, by Senator Church, who said at the close of yesterday's subcommittee hearings: "I'm afraid we have had sufficient evidence—not just from Northrop, from other companies too—

to suggest that a system of corruption is developing" in U.S. arms sales abroad.

Asked whether he was referring to any specific American military contractors, Senator Church replied after the session that he had Lockheed in mind. The Lockheed spokesman said the company vigorously resisted any comparison between his company and Northrop, which has admitted making a number of undercover foreign payments and retaining foreign consultants, including General Paul Stohler, a French deputy. An audit performed for the Senate subcommittee has also admitted making an illegal contribution to Richard Nixon's re-election campaign in 1972.

Other companies which have admitted making illegal political contributions overseas are Raytheon, American Airlines, Phillips Oil, Ashland Oil, Phillips Petroleum, Minnesota Mining and Manufacturing, American Shipbuilding and United Brands.

According to the audit, prepared by the accounting firm of Ernst and Ernst, the contract between Northrop and the Swiss Northrop's sales was modelled after a contract used by Lockheed. The audit also revealed that Lockheed had made a \$4m. contribution to the SEC and the Senate subcommittee represent a broadening of the area of reported

investigation being explored by both groups. In recent days, it has emerged that several other major corporations have been contacted by staff members from one or both of the organisations.

Among those to have disclosed that they have been approached by Lockheed are Del Monte, the processed foods company, Exxon, Mobil and American Airlines. Exxon has said that it made a legal political contribution to Italy. Del Monte has said that it is not aware of, and has not taken part in, any bribery abroad.

American Airlines, however, has admitted making an illegal contribution to Richard Nixon's re-election campaign in 1972. Other companies which have admitted making illegal political contributions overseas are Raytheon, American Airlines, Phillips Oil, Ashland Oil, Phillips Petroleum, Minnesota Mining and Manufacturing, American Shipbuilding and United Brands.

Uruguay-Brazil meeting

By David White

RIO DE JANEIRO, June 11

PRESIDENT ERNESTO Geisel flies to the Uruguayan border town of Rivera to-morrow for a meeting with Head of State, Sr. Juan Maria Bordaberry, which will seal a series of co-operation agreements between the two countries.

With them go the foreign ministers, Sr. Antonio Azavedo da Silveira and Sr. Juan Carlos Blanco. In a recent interview with a Brazilian newspaper, Sr. Blanco denied that the agreements, which follow closely on a wide-ranging pact with Argentina, represented a "pendulum" foreign policy whereby Uruguay played off its two powerful neighbours against each other.

Caribbean concern at U.S. conventions bill

BY OUR OWN CORRESPONDENT

NASSAU, June 11

THE CARIBBEAN Hotel Association, meeting in the Bahamas for its annual general conference, has expressed concern over the "disastrous implications" for the region of a Bill now before the U.S. Congress to prohibit tax-free conventions outside the country.

The CHA will ask its respective member Governments to make representations at the ambassador level to exempt the Caribbean from the restriction on the grounds that conventions are a vital factor in U.S. tourism and their exclusion from the Caribbean could have "severe deleterious socio-economic repercussions affecting the whole area."

The CHA also called for an early meeting with the Caribbean Governments concerned to resolve the problem of LIAT (1974) whose proposed elimination of air service to many islands in the eastern Caribbean as an economy measure could spell "complete economic ruin" for these areas. The Association resolved at the same time to forcibly express to the Civil Aeronautics Board its strong disapproval of the CAB's recent decision to reject requests by other airlines to provide an alternative service.

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One of Mr. Rabin's main goals now is believed to be to win an American assurance of long-term supply of weapons to Israel, apparently in return for Israeli concessions that would lead to a new disengagement accord in Sinai.

As the two men began talks, Mr. Ford received a telegram from an Arab group in New York, urging him to talk also to Palestinian leader Yasser Arafat, with whom the Israelis refuse to negotiate.

Dr. M. T. Nefel, Secretary General of the active relations, told Mr. Ford that the real issue was Palestine, not the Sinai or the Golan Heights. The Middle East conflict could be resolved only through agreement between Israel and the Palestinians, he said.

Reuter

Rabin and Ford open summit

WASHINGTON, June 11

ISRAELI Prime Minister Yehonah Rabin today opened President Ford's summit for resuming contacts with Egypt towards finding a Middle East peace settlement.

The two leaders opened their two-day summit in the White House Oval Office, expressing Mr. Rabin's desire to break the deadlock that followed the collapse of the March of Secrecy of Henry Kissinger's negotiations.

Mr. Rabin had a briefing session with Dr. Kissinger before the meeting, which began nine days after the President and similar talks in Salzburg with Egyptian President Anwar Sadat. There he had to guard against the possibility of being opened for renewed discussions between Israel and Egypt towards at least a partial interim settlement, to prevent another Middle East war.

Mr. Rabin is seeking a resumption of long-term U.S. military and economic assistance to Israel. The aid was interrupted following the March deadlock when Mr. Ford criticised Israel for human rights abuses and its demand for an Egyptian pledge of non-belligerency in return for further Israeli withdrawal. Mr. Ford then ordered a resumption of U.S. policy in the Middle East.

Although U.S.-Israeli relations have been badly strained since March, the President and Mr. Rabin greeted each other warmly and their talks in the Oval Office were marked relations between the two countries in the past.

Mr. Rabin is no newcomer to the U.S. capital. He served as Israeli ambassador for five years, establishing close relations with Dr. Kissinger and other members of the Nixon Administration.

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Reuter

Iran rejects West German tanks, opts for British Chieftains

IRAN has rejected the West German Leopard Tank for its armed forces in favour of more British Chieftains. It was announced today, Iran's Vice-Minister of War, General Hassan Toufanian, told a Press conference that West Germany's terms for supplying the Leopard were "ridiculous and not acceptable to anyone."

He did not give details of the terms. But he said the price for the Leopard I and Leopard II tanks was almost double that of the Chieftain, and that the Leopard II had not been adopted by the West German army and was not proven. He added the West German Government had not issued export permits for the Leopard. This, coupled with West Germany's terms, "meant they were unwilling to conclude a deal," General Toufanian said.

He did not say how many Chieftains were involved in the new deal with Britain. Iran initially purchased 750 and that con-

signment is still being delivered. Iran's order for Chieftains could exceed \$1bn. Iran already has 800 Chieftains which General Toufanian said, were superior to the Leopards in firepower, armament, and manoeuvrability. He said Iran would order more Chieftains but would not disclose any figures. Unofficially, however, it was learned that as many as 800 new Chieftains were involved and that the deal would be worth more than \$1bn.

Production of the Chieftain tank is shared between the Government-owned Royal Ordnance Factories and Vickers, although many other companies in British industry are involved.

Replying to questions, General Toufanian said that Iran would buy arms from any source according to its requirements after a thorough study of the terms, including price, technical worth and delivery. "We will buy the best, whatever we need, from whatever source," he said. General Toufanian said Iran

was already dealing with some 30 other West German companies for various arms requirements. Britain has for months also been negotiating an arms deal with the Egyptian government, which is likely to be worth more than \$1bn. Agreement on that package is near, British sources said today.

Among the military equipment the British are hoping to include in their package deal to Egypt are around 50 Hawk-Siddeley Hawk trainer fighter aircraft, more than 150 Westland Lynx military helicopters, a selection of ground-to-air missiles and other anti-aircraft equipment. Agencies:

TEHRAN, June 11.

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France woos Canada

BY OUR OWN CORRESPONDENT

TORONTO, June 11

FOR the first time in 30 years, French manufacturing companies are making a concerted effort to sell their products in Canada. Mr. Robert Berniere, Chairman of the French Union of Exporting Industries, is leading a delegation of a dozen French manufacturing representatives on a cross-Canada selling tour.

"This is the first time in the post-war period that a major French export mission has visited Canada," Mr. Berniere said in an interview. "At the moment we are primarily testing the Canadian market to gauge the response to French products. We are pleased with our reception to date and I anticipate there will be large increases in France-Canada trade in the next few years."

Mr. Berniere said French manufacturing was eager to increase their Canadian sales and perhaps to invest eventually in production operations in Canada. French companies represented on the mission include manufacturers of beauty products, ceramic tiles, camping gear, watches, machine tools, riding boots and building materials.

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TEHRAN, June 11.

OVERSEAS NEWS

Japanese zero growth prospects this year

BY CHARLES SMITH, FAR EAST EDITOR

TOKYO, June 11.

THERE IS a strong prospect that Japan may record another year of zero growth in 1975, according to Mitsubishi Bank in a special report on the Japanese economy published this week.

The bank explicitly disagrees with the government's view that the economy has started on a genuine recovery from the recession of the past year and says it thinks recovery will begin only in the autumn. Mitsubishi cites weak consumer demand, the very low level of private investment and the poor outlook for Japan's exports as the reasons for its pessimism.

Backing up the last of these points the bank says that Japan's certified exports last month (in other words the value of export contracts approved by the

Ministry of International Trade and Industry) showed the first decline in 12 years from the same month of a year earlier.

The bank points out that real wages in Japan, which were running well ahead of the previous year's levels in early 1974, are likely to fall back to the level of a year ago in the second and third quarters of the year, thereby discouraging any recovery in consumer demand. One reason for the flattening out of the real wage graph, the bank says, is the very modest level of the across the board wage award in this year's nationwide spring offensive. The award is estimated to have averaged just over 13 per cent, compared with last year's 32.9 per cent.

Mitsubishi Bank attributes the

recovery in industrial production and shipments during the spring of this year to industry's optimism at the adoption by the government of measures to stimulate the economy from February onwards. It believes however that this recovery is likely to be temporary failing any recovery of final demand for industrial products.

Mitsubishi Bank is the fourth largest of Japan's nationwide commercial banks and constitutes the core of the powerful Mitsubishi trading and industrial combine. Its report comes five days before the Japanese government is due to announce a further series of measures, the third since the beginning of 1975, to stimulate the economy.

Greater role for gold seen by South African Minister

BY JOHN STEWART

CAPE TOWN, June 11.

WHATEVER THE IMF's interim committee decides at its Paris meeting, South Africa's Minister of Finance, Senator Owen Horwood, is convinced that gold will play a greater role in international monetary affairs in the years ahead.

Speaking in Durban to-day, Senator Horwood backed this assumption with the belief that at its official valuation gold still makes up nearly 20 per cent of the official reserves of all non-Communist countries (the other elements being 70 per cent foreign exchange, 5 per cent SDRs and 5 per cent reserve positions in the IMF). Revaluation of gold holdings at the market price would raise the gold content of reserves to 50 per cent.

The unshakeable faith of millions of people in gold was also an "important monetary asset which can impart stability and strength to the monetary system," while the great majority of central banks continue to attach importance to gold as a monetary asset, for strategic and economic reasons, he said.

"I hope the IMF will recognise these facts. If the committee does not, I fear that its recommendations on gold will be sterile and unrealistic. This will not harm gold but it will harm

the cause of international financial stability," said Senator Horwood.

While conceding that changes were slim of persuading the international monetary community simply to raise the official price as the best solution to the problem, action to mobilise gold as a monetary asset was nevertheless essential.

At the same time, provision for central banks to buy gold was equally necessary, since they would be reluctant to sell if they could not replenish stocks from time to time. He said that, although this would be an inferior arrangement (to simply raising the official price to a realistic level), such a step would at least make gold more usable again and therefore enhance its attraction as a monetary reserve asset.

It did not think the move would lead to substantial free market sales by central banks. Monetary authorities already have the right to make such sales, but apart from the U.S. gold auctions they have not exercised it.

Sen. Horwood said he believed that they were more likely either to arrange gold-backed loans or to sell gold directly to other central banks at market-related prices.

Even if the IMF was given the right to deal in gold he did not believe the fund would play the market in a disruptive manner since gold was its best instrument to restore monetary stability.

"If gold transactions at market-related prices between monetary authorities are permitted, then it is logical that gold reserves should be revalued at a more realistic price, as France has already done and South Africa is actively considering."

In reply to the argument that revaluation would benefit only certain countries, Sen. Horwood said gold was in fact more widely held in reserve than most people realised. At the end of 1974 at least eight non-Communist countries held gold reserves valued (at the official price) at \$1bn. or more, and at least 12 held 20 per cent or more of their reserves in gold (again at official price).

"But in any event it is not difficult to devise a scheme whereby part of the revaluation gains of gold-holding countries could be set aside for aid to developing countries. South Africa has already said that it would be prepared in principle to participate in such a scheme if the official price of gold were to be raised," he added.

Israeli tax burden eased

TEL AVIV, June 11.

ISRAELIS, hard-hit by inflation and soaring defence costs, have been promised a welcome breather in sweeping new tax reforms.

Last year, Israelis paid an average rate of 46 per cent. Income tax—believed to be the world's highest. Under new tax scales, some 72 per cent of wage-earners and half of the self-employed will pay a maximum of 25 per cent and some of them nothing at all.

The new proposals, details of which were published to-day, will cost the Treasury about \$1.5bn. (over £100m. sterling). The Government plans to introduce VAT on consumer goods to offset the loss.

Finance Minister Yehoshua Rabinowitz said he realised the reforms would give the public added spending power and appealed to Israelis "to exercise

self-control and avoid a buying spree."

The Finance Minister said the tax reforms—expected to win broad parliamentary support—were "a turning point in Israel's economy" and would improve the nation's way of life.

Reforms have been urged for some time by both worker and employer groups and there have been frequent complaints of inequalities and tax-dodging. Mr. Rabinowitz told parliament: "To be frank, Israel's tax ethics have fallen to low point."

Tax evasion has become a way of life here under the impact of hyperinflation. Retail prices are up over 40 per cent on last year and food prices have soared 80 per cent in some cases.

The Government last autumn devalued the currency 43 per

cent in emergency measures. But a promised price freeze did not take effect, although the rate of inflation has slowed to an estimated 20 per cent this year, compared with last year's massive 50 per cent.

It is hoped to put the tax reforms into effect on July 1, when present collective wage agreements expire.

All income, including expenses, will in future be lumped together for tax purposes and the schedule will be lowered, ranging from 25 per cent for incomes up to \$18,000 (about £215 sterling) a month to 60 per cent for earnings over \$18,000 (about £10 sterling). Only 4 per cent of wage-earners and 17 per cent of the self-employed will pay more than 25 per cent.

Reuter

Troops quell Burma student revolt, arrest 213 strikers

By Chit Tin

RANGOON, June 11.

BURMESE GOVERNMENT troops broke up a university strikers' camp at Shwedaung pagoda in central Rangoon at dawn to-day and arrested 213 striking university students in a move to end a six-day-old strike staged in protest against spiralling living costs, rising graduate unemployment, military rule and many other grievances.

The entire operation was accomplished peacefully and without the use of force, the authorities claimed, and was followed immediately by an order from Rangoon's divisional military administration commander banning demonstrations and processions within municipal limits.

The strike was started by about 200 students of the Institute of Economics on June 6. Joined by students from other faculties later, the strikers' numbers swelled to about 1,000. They staged demonstrations in downtown Rangoon demanding the release of workers and students detained by government after workers' riots last June and disturbances in December over late United Nations Secretary General U Thant's funeral.

The Burmese government has alleged the strikers were politically motivated and acted under the direction of the Burma Communist Party, a pro-Chinese insurgent organisation.

Sadat to visit U.K.

By Malcolm Rutherford

PRESIDENT SADAT of Egypt has been invited to visit Britain and Mr. James Callaghan, the Foreign Secretary, will visit Cairo at dates to be arranged.

This emerged yesterday after two days of talks in London between the British Government and Mr. Ismail Fahmy, the Egyptian Foreign Minister.

Mr. Fahmy's visit here is generally regarded as a success and another sign of the rapprochement between Britain and Egypt.

Two specific agreements were signed. The first was on economic, industrial and technological co-operation. As with similar agreements which Britain has with other countries—most recently with Cuba—it provides for the establishment of a joint commission which will meet at least once a year to review the progress and the prospects.

The second agreement concerns the protection of investment. It covers investment in both countries over a period of ten years and refers specifically to compensation for nationalisation and the resolution of disputes.

Although this agreement is seen as welcome in itself, its importance may be partly symbolic in showing that the events of the past have been forgotten.

The multi-million pound Anglo-Egyptian arms deals, which are in an advanced stage of preparation, were not expected to be signed during this visit, but there is a great deal of confidence that they will go ahead.

Reuter adds from Cairo: The Suez Canal has earned about £128m. in tolls since it was reopened a week ago, canal authority chairman Mesbhour Ahmed Mesbhour said yesterday. Canal officials said most of the ships that had used the canal so far were from the Soviet Union, China and Yugoslavia.

Briton faces firing squad

BY OUR FOREIGN STAFF

BRITISH LECTURER and author Dennis Hills, charged in Uganda with treason, has been sentenced to death by firing squad, Uganda Radio reported yesterday.

Radio Uganda said that Mr. Hills, 61, had been sentenced to death by a military tribunal. Hills had pleaded not guilty to treason charges when he went before the five-man tribunal on Monday. The charge quoted an alleged book Hills was preparing to have published in London as saying "President Idi Amin had done harm to Uganda 'like a village tyrant'."

The radio said yesterday that, if convicted, he would be executed ten days from to-day unless Britain met a list of conditions.

It quoted President Amin as saying that the conditions for clemency included stopping propaganda against Uganda and the expulsion of Ugandan exiles living in Britain.

Written confirmation that Britain agreed must come from the Prime Minister or the Queen.

Major Juma Ali, chairman of the military tribunal, told Hills he could appeal to the Defence Council, a policy-making body of senior officers, or to President Amin.

Radio Uganda also reported that, before passing the death sentence, the major said the tribunal had heard evidence that proved Hills' guilt beyond doubt. He was guilty of treason against the President and the State.

Hills, who arrived in Uganda in 1964, taught at the country's Kyambogo teacher training college for some years. He was arrested on April 1 this year.

CHINESE INDUSTRY

Trouble with the workers

BY COLINA MacDOUGALL

EVEN THE Chinese are not immune to industrial go-slows, wage demands, and production downturns. Discontent though they are about their domestic problems there is continuously growing evidence to show how intractable these have become. The programme of economic development is plainly flagging and the current Five Year Plan, due to end this year, is probably behind schedule. Inevitably this slump will affect purchasing from the West, already badly hit by foreign exchange shortages.

With the population now about 900m. (as it must be by now if the official figures for the 1950s are anywhere near correct) they can ill afford a slowdown.

Prolonged unrest at China's two major steel plants, Wuhan and Anshan, last year cut national steel production by about 2m. tonnes, informed observers believe. That means that output was only about 53m. tonnes. Inevitably that must have had repercussions on manufacturing industries, and the current delays in importing Japanese steel must have aggravated the situation.

China announced no official production figures at the end of last year except for the oil industry, the star performer which pushed output from 50m. tonnes in 1974, and contrary to general policy there were few provincial increase figures given.

Even more telling, the New China News Agency avoided all figures when reporting performance in the first quarter of this year, and only a handful emanated from provincial radios. The current Five Year Plan, which, if things were going well would figure prominently in Anhwei radio, the line that Mao Mao's theory of proletarian dictatorship.

The Chinese must also have serious problems with industrial equipment. The backbone of their heavy industry was provided by the Soviet Union and is now 20 years old. Even the handful of plants supplied by Western Europe in the 1960s is now ten years old, and the latest purchases are not yet on stream.

Much of this machinery has been run through intensive periods of damage.

The Anhwei railways had other problems. Staff ignored regulations, trains were late, rolling stock was held up. Some serious prising folk were even using the railways as a means for private gain, in a manner which the broadcaster preferred not to describe. Although Anhwei seems to be the worst affected, other lines in China have had similar trouble. It is

when the movement was finished, but in fact it does not seem to have been that wage scales came under new scrutiny until 1973.

Both these factors go some way towards explaining the "anti-bourgeois" campaign. What power struggles, if any, are concealed behind it is far from clear, but the general message to the people is one of obedience, hard work, and austerity. However, press and radio have clearly explained, both as a warning to radicals who would like to abolish them and to rightists who might think they would last forever, that at China's current point of development it is still essential to keep wage differentials. These are laid down in the national eight-grade wage system, under which workers throughout the country at the same level get about the same pay. This might be seen as some concession to the workers, but there is little chance of more. "To each according to his work," said the May Red Flag, was a principle that could not be eliminated, but should be prevented from breeding capitalism.

Even if China had a fully co-operative workforce it would still face difficulties. Railway lines are still in the main single track, mining equipment is old, handling facilities at ports are limited. In spite of family planning, the population continues to mount. Economic development is uneven. The oil and petrochemicals industry has been the recipient of huge state investment (as presumably is defence); that must have meant the neglect of other industries. The growing imbalance of the economy combined with restlessness of industrial workers is bringing with it ever more complex problems which the Chinese will certainly not solve easily.

"At the beginning of the Cultural Revolution the industrial workers raised an outcry for improved rewards. At that time they were told that these problems would be settled when the movement was finished, but in fact it does not seem to have been that wage scales came under new scrutiny until 1973."

steel production at Wuhan in April rose by 57 per cent, above the figure for March. Since no new equipment was installed, that almost certainly implies an earlier drop of at least a third below capacity because of some kind of go-slow or perhaps breakdown. On the railways, punctuality, safety, and inspecting tracks. Such a threat if indirect pressure on the Government. In the past they always resented threats to reduce material incentives, such as the bonuses they receive for production, but according to the country, they can put strong once again implicit in the "anti-bourgeois" drive to study Chairman Mao's theory of proletarian dictatorship.

Indisputably there is a strong and partially concealed demand for better wages and a higher standard of living. At the beginning of the Cultural Revolution the industrial workers raised an outcry for improved rewards. At that time they were told that these problems would be settled

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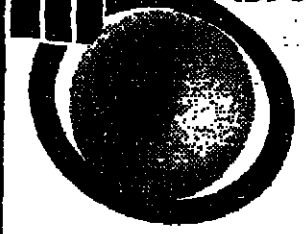
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Reuter adds from Cairo: The Suez Canal has earned about £128m. in tolls since it was reopened a week ago, canal authority chairman Mesbhour Ahmed Mesbhour said yesterday. Canal officials said most of the ships that had used the canal so far were from the Soviet Union, China and Yugoslavia.

EUROPEAN NEWS

Mirage: now the French are reluctant to buy it

BY GILES MERRITT

PARIS, June 11.

WITH FRANCE still licking its wounds over the loss of the "arms deal of the century" for supplying fighter aircraft to four Nato countries, there are now growing doubts that Dassault-Breguet's Mirage project will be continued.

The French Air Force is understood to be reluctant to buy the new Mirage, and it seems increasingly likely that the model may have to be scrapped.

France originally undertook to equip its Air Force with 120 of the latest Mirages as part of a sales campaign to win the \$2.2bn-plus contract away from the U.S.-made F-16 produced by General Dynamics. Even though France is not a Nato partner it

was offering the inducement to Belgium, Holland, Denmark and Norway of operating the same aircraft in order to allow a complementary air defence system. Now that the deal, which could eventually be for as many as 1,000 fighters, has definitely gone to General Dynamics, the French military is also reconsidering the purchase. At present, France's Air Force is equipped with the F1 Mirage powered by the slower Atar 9K-50 engine and is reluctant to put an enormous strain on its budget in order to obtain an up-dated Mirage only marginally faster and more manoeuvrable.

More important, the French Air Staff has set its sights on acquiring several squadrons of

the futuristic ACF (avion de combat futur), a twin-engine, low-level fighter-bomber unveiled 18 months ago as a prototype by Dassault which could come into service in the early 1980s if the project is pushed along.

Arguably, for Dassault-Breguet the outcome adds up to six of one and a dozen of the other. Export business for the fully-developed Mirage F1R-50 is booming and an Air Force undertaking to buy the ACF in large quantities would be a welcome fillip. The M53 engine produced here by SNECMA is in any event not yet being made in commercial quantities. The major problem, therefore, of scrapping the Mirage F1-M53 programme would be the harm done to France's aero-engine industry.

Meanwhile, the expected storm here over last week's France's ex-Air Chief of Staff, General Paul Stehlin, was a paid consultant to Northrop (at one time a contender for the Nato deal) when he officially advised President Giscard d'Estaing of Mirage's inferiority, has begun to break.

Although General Stehlin is still seriously ill in hospital due to a freak traffic accident shortly after Northrop revealed on Friday his status as their consultant for the past 11 years, there has been a call for an official enquiry into the "affaire Stehlin". In the National Assembly yesterday Communist deputies demanded the immediate opening of hearings on the issue.

David Curry writes from Brussels: The Flemish Government looked set to coast home in the vital vote in Parliament today at the end of the debate on the Belgian decision to buy the YF-16.

Hilary Barnes writes from Copenhagen: The Folketing (Parliament) today approved by 114 votes to 48 the Government's decision to buy the YF-16.

Greek bid to-day for full EEC membership

By Reginald Dale, Common Market Correspondent

BRUSSELS, June 11.

GREECE is expected to lodge its formal application for full Common Market membership in Brussels to-morrow morning. Officials here confirmed that the Greek ambassador to the Community, Mr. Stephanos Stathatos, has requested a meeting with the Nine's permanent representatives at which he will make what is described as "an important announcement."

A formal Greek request to become the tenth EEC member has been expected for several weeks in Brussels, although it was always assumed that Athens would wait until after the British referendum. Greece has been associated with the Community since 1962 under an agreement that provides for eventual full membership, and now that democracy has been restored the country fulfils the political requirements for entry.

Nevertheless, the formal request is likely to embarrass most of them have encouraged the new Athens government in its desire for membership, but it is highly doubtful whether any of the Nine would want to open new negotiations to enlarge the Community at the present time.

There are also likely to be strong reactions from Turkey, also a Community associate. The Turks have made it clear that they are not yet ready for full membership and that they would strongly oppose any move to admit Greece first.

Mr. Stathatos has initiated an economic and commercial agreement with the EEC—its first formal long-term link with the Community—after two days of intensive negotiations. Ambassador Ramon Gonzalez Jameson said to-day. The agreement is expected to be signed next month. Reuter

Irish row over fate of second TV channel

BY DOMINICK J. COYLE

DUBLIN, June 11.

THERE IS now an open confrontation between RTE, the State radio and television network, and Dr. Conor Cruise O'Brien, the minister with direct responsibility for broadcasting, over the allocation of a second TV channel which is expected to start transmissions next year.

The issue is remarkably clearcut: the minister wants, in effect, to hand over the second channel in toto to the BRC, whereas the RTE authority wants to operate it itself, although using selective BBC programmes as part of the second channel's schedule.

The Minister's proposals, which he has discussed with the British Government and with the BBC itself, may sound strange on the surface, and RTE itself claims that no other country in the world has chosen to rebroadcast in toto one of the services of a neighbouring country.

The background, however, is

a little more complicated, and has to do with the fact that Irish viewers along the eastern coastline, including the concentration of population in the greater Dublin area, pay a licence fee for RTE and get gratis reception from both BBC 1 and BBC 2, as well as the ITA network, either from Ulster or Wales. But people in further south and west want "parity" with Dublin, and they fear that giving the second channel to RTE would result in only more of the same type of programme now put out on the Irish network.

Dr. O'Brien sees the handing over of the second channel to the BBC—or maybe even to one of the ITA contractors—as part of his wider proposal for "open broadcasting" throughout Ireland. Such a development, he believes, could have useful long term implications in improving cross-border relations as each part of Ireland saw the other's TV

programmes and, it is argued, thus come closer to a rapprochement.

On the other hand, the RTE authority has more immediate concerns. Its present TV channel is commercial, and the station has now estimated that advertisement revenue of £2.25m. annually would be lost if BBC programmes went out on the second Irish channels. This figure is based on the assumption that direct and country-wide competition from the BBC would result in a 50 per cent. reduction in RTE's present share of viewers.

Additionally, RTE says that it could operate a second channel cheaper than handing it over to the BBC, and claims that rebroadcasting BBC 1 would cost £2.8m. in 1977, and as much as £3.6m. by 1979. Dr. O'Brien contests these figures but he has refused to give an estimate of the charges which would be payable to the BBC (or to Ulster TV).

RTE workers fear massive redundancies in the event of the BBC getting the second channel. The Minister says that he is optimistic that an agreement can be reached with the BBC, but RTE and Irish unions are less certain. The Fianna Fail opposition is not anxious to alienate its support in the electorally important rural areas which cannot now receive British programmes, but the "shadow" Cabinet is far from happy with the prospect of handing over an Irish TV channel "with all the propaganda implications involved."

Dr. O'Brien, too, could have his difficulties. His own department is active in keeping Provisional IRA and other subversives off RTE, but it is difficult to see how he could do the same with BBC output, although technically he might not be without legislative authority.

The winner picks Brussels for its European base

BY MICHAEL DONNE, AEROSPACE CORRESPONDENT

GENERAL DYNAMICS is setting several, including the Middle East, up a European office to handle the aircraft replacement programme.

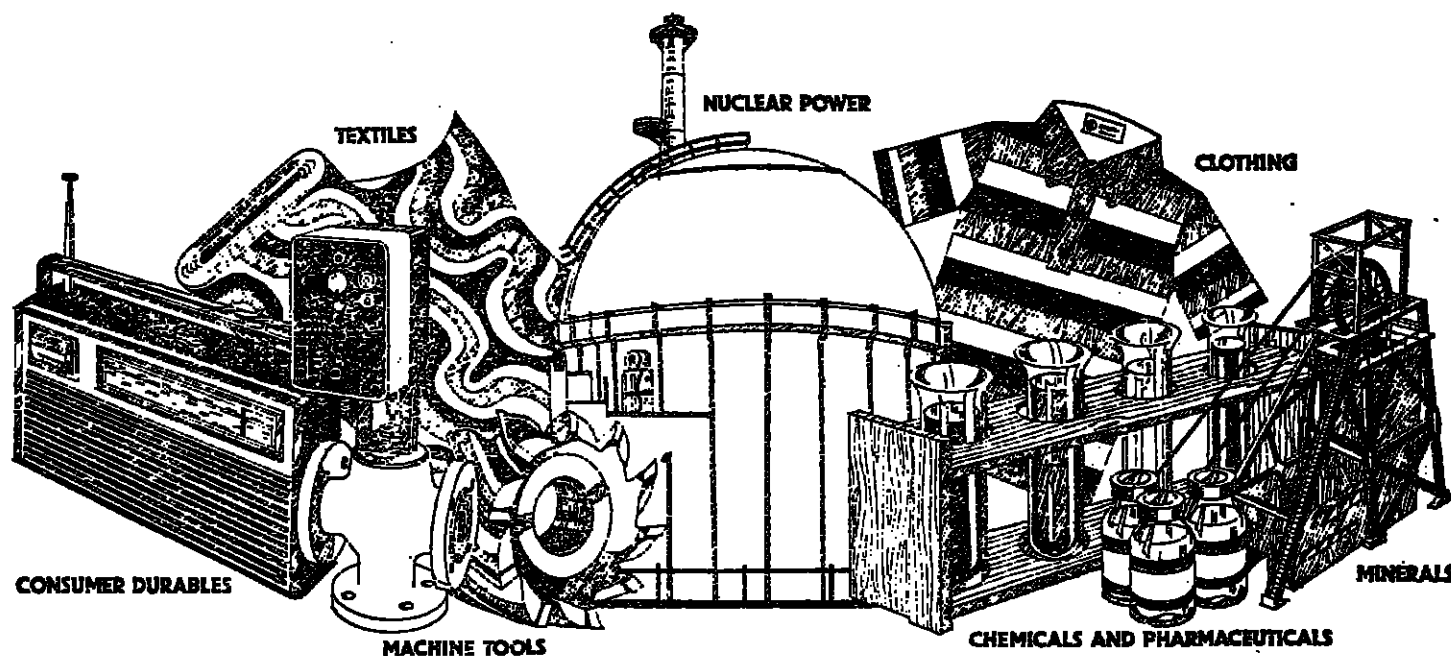
Heading the Brussels-based bureau will be Mr. Blaine Scheidegger, current vice-president (international) for the company's Fort Worth (Texas) Division, where the YF-16 has been built so far. He is to spend more than half of his time in Europe.

General Dynamics said yesterday that the aim will be to have sub-contracts signed later this year and work under way by 1976 to ensure that first deliveries to the four European air forces—could start early in 1979.

Deliveries to the U.S. Air Force, which is buying 650 YF-16s will start about mid-1978. Deliveries to "third countries" will begin about mid-1979. So far, no such "third country" orders have been won, but negotiations are in progress in

There will be two assembly lines in Europe in addition to that at Fort Worth. One will be in Belgium, where aircraft for the Belgian and Danish air forces will be assembled, and the other in Holland, where Fokker-VFW will assemble aircraft for the Dutch and Norwegian air forces. The breakdown of the orders for the YF-16 from the four European countries is: Belgium, 102 aircraft (14 on option); Holland, 84 (18); Denmark, 48 (10); and Norway, 72.

General Dynamics confirmed that the value of the aircraft ordered in Europe would be equivalent to 10 per cent. of the value of the U.S. Air Force order. In addition, the European factories would get work equivalent to 10 per cent. of the value of the U.S. Air Force order, and up to 15 per cent. of the value of any "third country" orders.



Some distinctly profitable surprises are coming out of today's South Africa.

'A country of boundless resources' states the distinguished Italian journal 'Il Tempo'. But did you realise that many of these resources are only now coming to light?

1975's most taxing decision for the businessman is almost certainly: "Where do I go to find new profits?"

For all sorts of surprising reasons, you may well find the answer to that question is 5,000 miles away. Because South Africa, always known as a giant in the sphere of raw materials, is changing fast, and in ways that could prove extremely profitable to you.

• New mineral discoveries of major importance.

Already richly endowed with minerals, the new discoveries of Copper, Lead and Zinc reserves in the North-West Cape, are regarded to be of major importance.

Speaking on these new discoveries, the Minister of Mines, Dr. Piet Koornhof said these indicated "an enormous new mineral region."

The strength of the economy harnessed to create a sophisticated industrial infra-structure.

During 1975—at a time when the rest of the world reels under the effect of inflation, cruelly combined with unemployment—South Africa anticipates substantial growth in real terms with an estimated average annual growth in GDP of around 6% for the next 5 years.

This growth will be underpinned by the critical ways in which South Africa's economy is being tailored. Already there is a dynamic move towards manufacturing: over 20% of today's GDP is made up of private manufacturing output. The weight of money to be injected into the South African economy over the next few years is staggering. It will ensure for the incoming investor the infra-structure facilities needed in the future.

Here are a few random samples of some of these dynamic developments which may interest you directly.

1. In the next 10 years the South African Government, in terms of its obligations, is to spend

R500 million on buying White owned land which is to be handed over to the Black Homelands. An Investment Corporation is to be established for each Homeland.

2. Continuation with the massive Saldhana Bay project for export of iron ore and semis.

3. Introduction of a modern container service and major extensions to harbour facilities and the railway system.

4. Some R1,050 million (at present day prices) is being invested in an oil-from-coal project, which is to have 10 times the production capacity of the present plant.

5. Phosphate concentrates production is expected to double by 1976.

6. A new Polypropylene Plant in Durban, expected capacity 50,000 tons, will be coming into production early 1978.

7. R200 million is to be invested in expanding chemical production: projects include a coal-based acetylene plant, and a polyvinyl-chloride plant.

8. The Republic's first nuclear power station is being constructed, and R915 million is being invested in coal based and hydro-electric capacity.

9. South Africa's Iron and Steel Corporation plans to increase capacity from 4 million to 11.3 million tons by 1984.

Other projects include plant for semi-finished steel, an Ethylene Cracker, Phosphoric Acid plants, huge extensions to refineries... and much, much more.

• South Africa joins the enriched uranium 'league'.

In April 1975 the South African Prime Minister announced that a pilot uranium enrichment plant at Valindaba has been brought into operation. With the United States, Britain, West Germany and France, South Africa becomes one of the only five Western Countries involved in this advanced field of science and engineering.

The new South African UCOR-process (unique in its conception and developed exclusively by South Africa) has performed highly satisfactorily in the pilot plant.

A full-scale proto-type enrichment plant is expected to come into production in the early 1980's.

In hard cash terms, what does it all add up to for you?

Firstly, South Africa can offer you a wide selection of manufactured goods, with good (and reliable) delivery dates. Quality is high, price competitive. When you enquire you'll be amazed at the range available: from textiles, clothing and household durables through to some highly specialised technical products.

Secondly, don't think of South Africa only as an export market. You'll almost certainly do better by setting up your own plant in the Republic, preferably on a joint venture basis. (Capital investment in the Republic not only enjoys one of the highest returns in the world; there is no restriction on transfer of profits back to the UK.)

There are many, many other favourable factors to consider. The incentives and growing prospects in the black homelands. The helpful similarities between South African and British commercial law. The quality controls imposed by the South African Bureau of Standards. All these create favourable business and investment opportunities in the Republic.

But the most important thing to do is to act right now.

How to take the fullest possible advantage of our free advice.

Our job is to give you all the help and information we can. If you want to invest in South Africa or if you wish to import from South Africa, contact:

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Fanfani warns against Communist poll gains

BY ANTHONY ROBINSON

ROME, June 11.

SIG. AMINTORE Fanfani, political secretary of the Christian Democrat Party (CD), to-day warned that a significant increase in votes for the Communist Party at the forthcoming regional and local elections would create complications for the process of international détente.

This, he said, would run counter to three major international events of the last two weeks which had favoured an easing of international tensions. He cited the recent visit of President Gerald Ford to Europe, Britain's overwhelming vote in favour of remaining in the Common Market and the reopening of the Suez Canal as symptoms of the improved international situation.

Turning on its head the Com-

munist Party's claim that it is impossible to govern Italy without its participation in Government, Sig. Fanfani claimed that Italy needed a strong Christian Democrat Party to keep Italy a democratic society. He noted that all the left-wing parties hope to gain ground at the expense of the CD, but added that the electoral information available to his party indicated that the Christian Democrats had recovered much of their lost ground as the electoral campaign progressed.

Replying to questions at the Foreign Press Club this morning, Sig. Fanfani said that the various parties naturally attacked each other to gain electoral advantage at election times. But this did not necessarily preclude willingness to sink their differences after the elections when the time came to reform political alliances in Government. He personally did not expect a Government crisis immediately after the elections, he said, but naturally this depended in great part on the outcome of the elections.

One of the characteristics of this election has been the fierce polemics between the CD party and the Socialist Party PSI, that is to say between the principal components of the Centre-Left coalition formula. This has contributed to the electoral isolation of the CD party at this time.

As for the many allegations of corruption in the CD, Sig. Fanfani blandly asserted that the CD party was actually the least corrupt of all political parties on the basis of statistical research undertaken by his party. He replied that both Sig. Salvatore Lima, Under Secretary at the Budget and Planning Ministry, and Sig. Giovanni Goria, Minister of Merchant Marine, who have been under judicial investigation for alleged Mafia activities were "good, courageous Christian Democrats."

Sig. Fanfani denied suggestions that he had acted in a demagogic manner by insisting on immediate pre-electoral cuts in the tax burden on married couples at a time when the Finance Minister, Sig. Bruno Visentini, had insisted that the fiscal administration was in such a chaotic state as to need three years to put it straight.

Small businessmen strike in Belgium

BY DAVID CURRY

BRUSSELS, June 11.

BELGIUM'S small businessmen, shopkeepers and self-employed went on strike to-day "for our survival." Only some large supermarkets—with police within easy call—opened for business, since most large stores have learned from past experience that the safest course in the face of the anger of shopkeepers is to stage strikes "in sympathy."

Restaurants and cafes were closed, garages shut, taxis were almost unobtainable and even newspaper kiosks and street corners were untenanted.

The price freeze, imposed for two months at the beginning of May, is one of the main items in the protest of the small businessmen, who claim that a freeze on prices in the shops has, in their case, the same effect as a wages freeze—particularly after a long period when the Government has forced retailers to absorb an increasing proportion of costs by holding back necessary price increases, without freezing wages or social security costs.

An urgent demand is for relief from these social security payments, which, the independents claim, have risen with a range of 25 to 65 per cent. over the recent past and add more than 50 per cent. to the salary paid to each worker. The demand for assessments for social security contributions to be frozen at the 1974 level has been rejected by the Government though some relief from charges is being worked out as part of the Government's relief policy.

Another demand is for a louder voice for self-employed workers in the dialogue between industry and the unions, though the fragmentation of the bodies representing the self-employed makes this difficult. These range from the grandiosely titled Common Front of the Middle Classes (by which Belgium means small and medium-sized businesses and the self-employed) to the Federation of Independent Workers.

The Government has agreed to a number of demands, notably in pressing ahead with the control of large-scale "hypermarkets," giving a stronger voice in negotiations between the two sides of industry, and promising to keep up the struggle against individuals who do work quietly on the side without charging VAT or paying taxes on it, thus

taking work from small companies.

The small businessmen are an important part of the Belgian economic scene. It is reckoned that they number around 700,000, that they employ thousands of jobs dependent on them. There are more than 130,000 businesses with fewer than 50 workers, and 115,000 with fewer than 10 workers.

Iceland unions postpone general strike

RIISING HOPES of a settlement have caused the Icelandic Labour Federation to postpone by five days a general strike originally intended to begin to-day. Representatives of all sides involved to-day considered the proposal of a mediation Board believed to be for a 10 per cent. rise across the board, with some thing more for the worst paid. The Federation had threatened to call out 40,000 workers, or about 90 per cent. of its members, to back a claim for as much as 38.39 per cent. extra to be paid to lower paid workers.

Community aid again for U.K. steel industry

THE European Community has just approved two more grants totalling £53,500 to the British Steel Corporation for assistance in steelworks affected by the reduction in activities at both the Shotton works in Flintshire, and the Whitehead works in Newport, Mon.

The grants—£28,100 to Whitehead and £25,400 to Shotton—are made in accordance with Article 56 of the ECSC treaty, under the 1973 agreement between the commission and the U.K. Government on assistance to steelworkers affected by changes in the industry.

The grants bring to £278,187 the total disbursed for re-training and research by ECSC steelworkers. The Steel Corporation has also received £1.2m. in research grants from the ECSC and £1.5m. from the British joint steel Community.

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BOOK COUNCILS PLEASE

Soviets plan to boost oil output and conserve fuel

MOSCOW, June 11.

THE SOVIET UNION is planning a major increase in oil production and economies on fuel use, the Communist Party newspaper, Pravda said today.

The fuel situation was named among items which the Council of Ministers, meeting yesterday, announced would get special attention in the Five Year Plan starting on next January 1.

Pravda said a principal target would be "a greater supply of fuel to the people's economy by means of increase of production and all possible economies in the use of fuel."

Western economic sources said energy development apparently was spotlighted for more urgent action over the next five years than other sectors of the economy, including the provision of consumer goods. Although goods and services also were listed as priority items, the sources said this seemed like lip service and that the needs of the average Russian would probably again be treated with marginal urgency compared with heavy industry.

The Soviet Union replaced the

U.S. last year as the world's leading oil producer, pumping about 8.1m. barrels a day—488 tonnes a year—against 8.6m. barrels daily in the U.S.

Pravda said the Council of Ministers, headed by Prime Minister Alexei Kosygin, reviewed the draft plan for 1976-1980 and suggested special attention should be given to the following topics:

1—Assuring the proportionate development of the national economy and its balancing on the basis of accelerated technological progress, intensification of industrial production, increased labour productivity and improved quality.

2—Increased effectiveness of using capital investment in the economy by reconstruction and replacement of plant, increasing its capacity and exploiting funds.

3—Further strengthening of the material and technical basis of agriculture and increasing agricultural output.

4—Raising the living standards of the people, provision of the right production rate of con-

sumer goods, expansion of services and perfecting the quality of goods.

5—Assuring demands of the economy in equipment, particularly in the metallurgical, chemical and electro-technical industries by means of increased production, finding for them additional resources of metal and by strict economy of metal in industry.

6—A greater supply of fuel to the people's economy by means of the increase of production and all possible economies in the use of fuel.

Pravda said Communist Party leaders would subsequently consider plans produced along these lines.

Western economists said further high-level review meetings would likely be held during the year and that the final draft would come up for approval at a secret meeting of the leadership in late autumn. The plan would probably be unveiled at the Communist Party Congress scheduled for next February.

UPI

CLUB OF ROME REPORT

'Close gap between rich, poor'

BY MICHAEL VAN OS

A NEW international order can only be achieved if the existing world power structure—which is governed by the developed countries—is drastically changed, first, says an interim report commissioned by the Club of Rome.

The report, which was published in Rotterdam today, has been drawn up by some 20 scholars and government officials from more than ten countries following certain UN resolutions passed last year. The project reviewing the international order (RIO) as it is called is financed by the Dutch Development Aid Ministry and co-ordinated by Holland Professor Jan Tinbergen.

The report contains proposals and recommendations for changes in various fields such as trading policy and the division of the national labour, the international monetary system and control over the oceans in order to achieve a new international relation between rich and poor countries "absolutely unacceptable" and says that everything should be done to reduce the gap between rich and poor countries to acceptable levels as soon as possible.

The tentative interim report

will be discussed, and perhaps amended, during a four day international conference in Rotterdam later this month. It will be the main document during the annual meeting of the Club of Rome in Algiers in October and the final version of the report will be completed in the spring of 1976.

The RIO project report, which will be presented in September to the UN General Assembly notes that the difference between rich and poor is still growing. Income in the rich industrial countries is still 13 times as high as in the poorest developing countries, and even after growth is limited in the rich countries it would take 40 years to be reduced to the ratio three to one. This ratio, the report says, is a "condition for a peaceful world."

The calculations show that the capital transfers from the developed countries to the developing countries must be raised by \$30bn. from the present level. At the moment, the transfers are scarcely sufficient to offset the flow in the opposite direction resulting from early investments, the report stresses.

The running development aid

budget that the report proposes would have to derive its funds from two main sources: revenue of progressive international taxes such as for example on income, durable consumer goods, on the use of raw materials, energy and on meat or food grains consumption and, second, from the exploitation of the ocean.

The report suggests that the IMF should function as the World Bank in the new international order. It recommends SDRs to become the only reserve assets and that in this respect the role of gold and the dollar will gradually be phased out in international payments traffic. There should also be a general moratorium for at least one year for all debts of the least developed countries the report urges.

It also contains proposals for a trading and world food authority, a world bureau for mineral resources, a world energy authority and an international bureau for the control of the oceans. Further, a new institution should be set up as counter-balance between the developing countries and the multi-national companies.

THE STOCKHOLM PEACE RESEARCH INSTITUTE REPORT

Arms for the poor

BY MALCOLM RUTHERFORD

CONTRARY TO popular belief, the arms race is not getting any faster—or at least not uniformly so. Over the last seven years indeed world armaments expenditure has been stabilised and the share of the two biggest spenders—the U.S. and the Soviet Union—has actually been falling, though much more for the U.S. On the other hand, the share of the third world has risen dramatically and at the same time the ability of Third World countries to establish their own defence industries.

The precise figures, or in the case of some countries the best available estimates, are to be found in the latest yearbook of the Stockholm International Peace Research Institute (SIPRI) published today. The institute, as its title implies, is heavily committed to disarmament and some readers will find its comments and conclusions tendentious. Nevertheless, the yearbook, relying entirely on published material, presents the most easily intelligible survey of what is going on in world armaments production and arms trade. This article is more about the figures than the conclusions.

Since 1969 total world armaments spending has levelled out at something over \$200bn. a year in constant prices. To give the figure some meaning, it may be pointed out that it is the equivalent of the combined GNP of the whole of Africa, the Middle East and South Asia. The chief reason for the plateau in spending is the decline in the military strength of the two superpowers which has been countered by the rise in strength elsewhere.

The superpower decline

should not be substantially attributed to agreed measures of disarmament or even arms limitation. It is much more the product of a realisation by both sides of military adequacy. The emphasis now tends to be on qualitative improvements rather

than increasing overall strength, though again much more in the case of the U.S. than of the Soviet Union. Still, the figures are striking. In 1960, according to the SIPRI tables, the U.S. alone accounted for 45.5 per cent of world military expenditure and the Soviet Union for 25 per cent. By 1971, the U.S. share had dropped to 34.4 per cent and the Soviet share had risen to 30.2 per cent. Last year the figures were 31.5 per cent and 29.4 per cent, respectively.

A similar pattern can be seen if one takes the world's two major military alliances—Nato and the Warsaw Pact. In 1960, the two together accounted for around 90 per cent of world military expenditure. Last year, their share fell below 80 per cent for the first time. Nato spending last year fell slightly because a rise in the European contribution failed to offset a reduction by the U.S., which is one of the reasons why the Americans are no longer putting such pressure on the Europeans to spend more. There was a parallel development in the Warsaw Pact where the

relying largely on its own efforts, but it is still worth noting that according to the SIPRI estimates its share of world military spending has doubled to 6.2 per cent in the last 15 years. Other areas where there has been a major build-up are the Middle East, including Iran, sub-Saharan Africa and South Africa. Among the factors which have made this possible are oil wealth and the growing willingness of the industrialised countries to lift restrictions on arms exports and to allow the developing countries to build arms under licence.

The SIPRI figures include only major weapons and are based only on supplies actually delivered rather than orders placed. They suggest that the Soviet Union was easily the biggest supplier of arms to the Third World last year with transfers worth \$1.47bn. The U.S. was second with \$840m., Britain third with \$481m. and France fourth with \$343m. (Figures for orders won would put the French ahead of the British.) The next category of suppliers by size is composed of China (\$80m.), West Germany (\$63m.) and Italy (\$108m.). The two last countries have come up astonishingly fast.

In 1973, West German supplies to the Third World are given in the SIPRI table as being worth only \$2m. and Italian as \$43m.

The Soviet figure requires a brief comment that supplies were heavily concentrated on a small number of countries. Over

half went to Syria and another 15 per cent was accounted for by the licensed production of MiG fighters and missiles in India. There were very few Soviet arms supplies last year to Egypt. The main clients of the U.S., by contrast, were Iran, Israel and Saudi Arabia.

All told, the sale of major weapons to the Third World in 1974 increased by over 40 per cent. The Middle East alone took 57 per cent. According to the 1974 figures, Syria was the major recipient with \$774m., but the longer term view puts Iran way out in front and, in general, is becoming perhaps the most heavily armed part of the world. A development which began, as some people predicted, with the announcement of the British withdrawal. Last year, for example, Abu Dhabi took arms deliveries worth \$63m., after previously averaging only \$8m.

Apart from the arms build-up, however, there are two other striking factors. One is the trend towards local production, and the other is the way the countries with very large oil revenues are actually contributing to the research and development of weapons programmes to the industrialised world which might otherwise be killed for lack of money or lack of orders.

SIPRI points out that in 1960, Brazil and Argentina were the only Third World States with the capacity to build major arms. By last year 18 Third World States were doing so under licence, of which 14 had acquired a domestic design and development capacity. There are many examples, but perhaps the most topical is the deal which Mr. Ismail Fahmi, the Egyptian Foreign Minister, is discussing in London this week. As in so many other cases, there are not just "poor men's weapons." The Egyptians will be getting Hawk aircraft not long after the RAF. As for the contribution of oil wealth to R and D costs, SIPRI cites Iranian financing of the Lockheed Galaxy heavy transport aircraft, for which Congressional funding was in doubt. One would expect such developments to continue just as, as the Third World gains in arms technology, so arms transfers themselves will increase—like the use of Pakistani pilots for training in the Gulf, or the purchase of armoured vehicles from Brazil. It is not perhaps always what was meant by the transfer of resources following the rise in oil prices, but it has become very much part of it.

A World Armaments and Disarmament, SIPRI Year Book 1975. Available from the MIT Press, 126, Buckingham Palace Road, London, S.W.1. Price £10.

German companies fined

BY LESLIE COLLITT

BERLIN, June 11.

THE FEDERAL Cartel Office in West Berlin has levied fines of DM35.9m. against 336 building companies in West Germany for entering into agreements restricting competition in their bids. The companies are expected to appeal against the ruling.

Spokesmen for the West German building industry say the fine could "endanger the very existence" of the firms involved.

They point out that well over 1,000 companies in the industry went into bankruptcy last year. The industry says whatever agreements on bidding were entered into by companies were "wholly protected ones," that is, taken largely in dealings with "monopoly-like organisations" such as public institutions.

which forced the companies to consult each other before offering their services.

The Cartel Office, an arm of the West German Economics Ministry, said it has fined the companies according to the extent to which they entered into agreements and the excess profits gained.

Ed Laurens, the Swiss-based tobacco industry concern holding recommends payment for the financial year ended March 31 of an unchanged 11 per cent dividend on capital of Sw.Frs.10.5m. from net profits of Sw.Frs.1.94m. (1.42m.). The company is controlled by the Rothmans group via the Luxembourg subsidiary Rupert, Ritter.

Ceausescu will meet Wilson to-day

BY DAVID LASCELLES

AT HIS own request, President Nicolae Ceausescu of Romania will be in London for a few hours today for an unofficial visit on his way back to Bucharest from a tour of Brazil and Mexico.

Most of his time will be spent seeing the Prime Minister at a breakfast meeting at Chequers. But he will also be leading businessmen to talk over trade matters. Romania is currently looking for a boost to its sales to the west.

The major issue between Britain and Romania is still Romania's debts on outstanding bonds and compensation for British assets, mainly oil installations, nationalised after the last war.

Talks on the subject were recently resumed. Some progress, it is understood, was made but both sides have decided to suspend discussions for further consultations with respective Governments.

Mr. Ceausescu's visit is not expected to lead to any major breakthroughs on the debt question, but a Downing Street spokesman said a renewal of high level contact between the two countries was welcome.

Romania's Foreign Minister, George Macovescu, will visit Egypt later this month. The Romanian news agency Agerpres reported yesterday.

Romania is the only Soviet bloc country to maintain diplo-

matic relations with Israel and the Arab States. Mr. Macovescu visited Israel last September, and Israeli Foreign Minister Vigal Alon was in Bucharest two weeks ago.

Reuter

Seatrains Lines reports net earnings for the nine months to March 31 of \$2.99m., or \$0.15 per share. This compares with a loss of \$17.67m., or \$1.29 per share, for the same period in the previous financial year. Total revenues increased from \$262.2m. in the earlier period to \$354.2m. The company said the revenue increase reflected proceeds from the sale of the new super-tankers "Brooklyn" and "Williamsburgh," and which more than offset reduced charter revenues

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HOME NEWS

Alfred Herbert decision delayed by Cabinet moves

BY KENNETH GOODING, INDUSTRIAL CORRESPONDENT

A DECISION on the future of the Alfred Herbert machine tool group has been delayed again by the Cabinet reshuffle and the departure of Mr. Anthony Wedgwood Benn from the Department of Industry.

A Government announcement about financial assistance for Herbert, which has made losses totalling more than £15m. over the past four years, was widely expected last week. But apparently it was postponed because of the reshuffle campaign in which Mr. Benn played such an active role.

Herbert is currently finding orders difficult to win, not only because of the present economic climate but also because of the uncertainties surrounding its future.

The Government is continuing to guarantee part of the company's bank borrowings and to that extent it can continue to trade fairly normally.

It is no secret that both management and unions at Herbert want to hear the Government's verdict on their joint proposals as soon as possible. The Department of Industry maintained last night that change of Secretary of State, with Mr. Eric Varley moving in from the Energy Ministry, would not delay any announcement about Herbert to any great extent.

The hope is that a decision would be announced before the Parliamentary summer recess. The joint management-union proposals from Herbert went to the Department at the beginning of May and three weeks ago were passed to the Industrial Advisory Board for its views.

Unofficial reports after recent meetings between Government, management and unions on the situation suggested that Mr. Benn was personally opposed to closure of the company's Red Lane, Coventry, factory at the cost of about 450 jobs.

The Red Lane plant was at the centre of the only difference of opinion between unions and management at Herbert. The unions argued it should be kept open on strategic grounds because it is the only factory in Britain making heavy grinding machines for the steel industry. Mr. Benn apparently came down firmly on the side of the unions.

But Peat Marwick Mitchell and Co. in an interim report on Herbert's situation prepared for the Department of Industry, maintained that without closure of Red Lane and the radical reorganisation this would involve, no commercially acceptable scheme for the company could be approved.

Mr. Benn is supposed to have insisted that Red Lane should continue to operate however long this might delay Herbert's return to profitability. It remains to be seen whether Mr. Varley takes the same view.

Careful screening before issue of credit licences

BY MICHAEL BLANDEN

LICENCES WILL not be issued automatically to the 100,000 lenders who will have to be screened under the new consumer credit laws, it was made clear yesterday by Mr. John Methven, Director General of Fair Trading.

Mr. Methven indicated to a conference organised by the College for the Distribution of Credit that the issue of licences would probably start towards the end of the year. Many of the 100,000 expected to be issued under the new Act would

go to retailers, from the big chain stores, who offered budget accounts or revolving credit facilities, to the one-man electrical shop which offered hire purchase terms on a washing machine or hired out TV sets.

He stressed that there would be no automatic issue of credit licences, not because he was being bureaucratic but because "under the Act, I have a duty to make sure that an applicant for a licence is a fit person to hold one."

No difficulty

Mr. Methven added, however, that this was designed as "the catch for the underables; the people you would rather not see involved in credit trading." He believed that licensing was a hurdle which the reputable trader would be able to clear without difficulty. "Everyone must jump the hurdle. If you are fit, you will sail over, and it will be my job to see that the track is in good condition for you."

Mr. Tony Scott, director of Mr. Methven's consumer credit division, hoped to be able to process the first licence applications towards the end of the year. Regulations controlling the seeking of hire or credit business might also be made in the near future. They would need careful study to ensure that credit or hire advertisements—defined very widely—complied with the new laws.

Treasury policy to motor industry explained

BY TERRY DODSWORTH

SINCE 1970 the Treasury has been careful to avoid using the car industry as a major instrument in demand management policies, Mr. Lawrence Airey, a deputy secretary at the Treasury, said in London yesterday.

He conceded that fiscal policy may have interfered unduly with the industry during the 1960s—a common complaint of the British manufacturers. But the concern today was to avoid sudden switches of policy and make a careful assessment of the industry's views before introducing new measures, he said.

Speaking at the Commons Trade and Industry sub-committee inquiry into the motor industry, Mr. Airey said that before this year's April Budget, the Treasury had taken into account the views of the Society of Motor Manufacturers and Traders. The result had been the

single measure of raising the road tax: "We chose the particular instrument which caused the industry the least trouble."

Asked about the process by which the Government had come to commit its sweeping investment in Britain Leyland, Mr. Airey said that it had been a collective decision after discussion between different departments.

"The Government view is that this is a sensible injection of public money into the industry which will pay off in terms of economic objectives over the longer term." But asked whether the "same amount of money" could be made available to other car companies, Mr. Airey said that, given the Chancellor's problems in holding down the public sector borrowing requirement, it would "be difficult to contemplate further considerable borrowing."



Mr. Anthony Wedgwood Benn leaves home yesterday for his new Ministerial home at the Energy department. With the lunchtime temperature in London 70 deg. F, Mr. Wedgwood Benn adopted a suitably relaxed mode of dress.

Aims of Industry to launch big campaign

FINANCIAL TIMES REPORTER

AIMS OF INDUSTRY is to change its name and expand its membership to combat what it calls the "great dangers and possible loss of freedom" which Britain faces.

After 33 years it is to become Aims for Freedom and Enterprise as a prelude to "a major public campaign to put the case for freedom and enterprise."

Outlining the reasons for such a move, Aims-of Industry said in London yesterday that the country faced great dangers and urgent action was required. "Although many people in Britain are resigned or stoical, there are nevertheless millions of people who are anxious about the threats to their way of life and are anxious to do something about it."

Among other developments announced yesterday were moves to get "a special unit to get

material into the universities, and efficient and original research into improving communication to the public."

Referring to the "enormous support" for Aims' Free Enterprise Week, its director, Mr. Michael Ivens, said other countries would initiate similar demonstrations.

"Our supporters must now recognise that the extreme left throughout the world have designed many of their activities to have impact on television. We have got to master such techniques."

Publicans urged to display price lists for drinks

BY KENNETH GOODING, INDUSTRIAL CORRESPONDENT

BREWERS and licensees' organisations are trying to head off the voluntary action Government plans for ensuring that price lists are displayed in pubs and other licensed premises.

It seems unlikely, however, that the trade will succeed for Mr. Alan Williams, Minister of State for Prices and Consumer Protection, has told Parliament that plans for legislation "to make sure that drink price lists and measures are displayed openly to customers" will be announced probably before the summer recess.

At the same time, the Campaign for Real Ale announced today that it is setting up a nationwide investigation into over-charging in pubs to support its call for laws to force all licensees to display price lists.

CAMRA's national chairman, Mr. Chris Holmes, yesterday told a college lecturer will say have talks with Mr. Brian Smith, the Labour councillor who was behind two recent price probes conducted by West Midlands County Council which showed that customers were being over-

charged in half to three-quarters of the pubs in the area.

Meanwhile, a special appeal has gone out to publicans from the National Brewer-Retailer Liaison Committee which includes representatives of the Brewers' Society, the National Federation of Licensed Victuallers, the London Central Board (which represents licensees in Greater London) and the Amalgamated Licensed Retailers' Society.

Ammunition

The committee says: "It is not in the interests of licensees to ignore the now almost universal practice in all trades of displaying prices." It expects that all licensees should have lists for public display which include the main lines sold in the house, that is draught and bottled beers, ciders, spirits, bottles of mixers, port, sherry and various wines. It expects the prices of mixed drinks and other less commonly ordered drinks should be available to show customers if required.

The police should include an

invitation to customers to ask the proprietor in the event of a complaint, says the committee.

"In their own interests licensees are earnestly requested to take heed of this appeal," CAMRA will say in its 10th biennial survey of publicans, which will be published in the next few days. It is also aiming to protect the public by giving them some ammunition to use against a publican who adds a price to each round of drinks.

People have the right to know what they are expected to pay, but it is not always possible to get such information from the staff, particularly in busy pubs. The Brewers' Society has urged publicans that the price list appear in no way resembling an attempt to reimburse price control at their tenanted pubs. It is also urged that the list be fixed in a prominent position to take into consideration the number of factors which vary from house to house and that uniform prices cannot, therefore, apply, says the Society.

ICI's new marketing group for offshore supplies expansion

BY RAY DAFTER

ICI PLANS to expand its business in the offshore supplies market. The company said yesterday that it hoped to transform last year's turnover of £20m. into sales of £20m. to £30m. a year by 1980.

The company, which already has a direct stake in North Sea oil, through its holding in the Niskan Field, has set up an off-shore group to co-ordinate and promote sales to oil and gas industries.

Mr. Denis Henderson, general manager (commercial), said that other chemical companies, in particular U.S. and German concerns, also had an eye on the offshore business. On the other hand, ICI was the first in the field to put together such a marketing group.

"At the present time we are ahead of the game and can bring together our many manufacturing and research activities with a selling force which operates all over Europe and the rest of

the world to develop steadily increasing relations with the offshore oil industry."

So far ICI has assembled a list of 300 products and services applicable to offshore work. They are drawn from the nine divisions and 248 subsidiary and associate companies in the U.K. and ICI's 304 companies in Europe and the rest of the world.

The major supplying operating units are the Agriculture, Mond and Petrochemicals Divisions, Nobel's Explosives Company and Imperial Metal Industries.

It was stressed yesterday that ICI would not be seeking business only in the North Sea, but was looking for offshore sales throughout the world. "ICI has a strong presence in the competition, not one of the chemical giants of Europe, the U.S. or Japan has organised itself in precisely the same way," said Mr. Henderson.

The company has appointed Mr. Charles Hickson as ICI off-

shore liaison officer in London. Similar posts have been established in ICI (Norway) to take advantage of work in the Norwegian sector of the North Sea—and ICI Ireland, to cover the Celtic Sea market.

The offshore group will look to the divisions and operating companies to carry out research and development work. As a result, very little capital expenditure is being committed to the new venture. Its primary function will be to promote, co-ordinate and instigate the use of ICI products in offshore work.

Lord Polwarth, a non-executive director of ICI and former Minister of State at the Scottish Office, said that British industry had long been criticised for not being more positive about entering the offshore market.

He hoped that the ICI move would encourage other companies to take advantage of the North Sea offshore industry, where some £17bn. is being spent in the 11 years to 1983.

N. Sea oil pay-out in 1980's

BY WILLIAM KEEGAN, ECONOMICS CORRESPONDENT

THE BRITISH economy's relative growth performance over the next decade is likely to improve a little compared with those of its competitors, according to Henley Centre for Forecasting predictions.

Taking a look beyond 1984, the Henley Centre envisages an average growth rate for the U.K. economy of 2.7 per cent. over the period 1975 to 1985, compared to 3.5 per cent. for the Organisation for Economic Co-operation and Development area as a whole (the OECD group includes most of the advanced countries).

Unveiling the forecasts in London yesterday, Mr. James Morrell, the director, told an audience of businessmen: "North Sea oil and gas are assets of very substantial proportions. They are the real basis for expecting a change in our performance during the 1980's. The balance of payments position will be transformed."

The Henley Centre calculates that between 1974 and 1980 North Sea oil and gas production should add 1 per cent a year to the average annual growth of U.K. national income, and 1 per cent a year thereafter.

The overall growth forecasts would compare with actual rates

of growth over the period 1968 to 1973 of 3.5 per cent. a year, on average for the entire U.K. Centre looks to improve the better performance from the U.K. both with regard to labour productivity and the rate of investment as a share of gross domestic product, and particularly as a result of the new oil from the North Sea.

Taking into account such factors as the increase in capital stock per worker which has occurred in the U.K. the static prospect for the size of the labour force, educational effects and the Henley Centre concludes that "between 1973 and 1985 the productivity of the working population is expected to rise between 2 per cent. and 4 per cent. a year."

The improvement in the U.K.'s investment prospect is seen as stemming from several factors, including less emphasis on short-termism, as the country's economic and political commitment proceeds. The Henley Centre expects that the trends towards participation and greater Government involvement with industry are seen as irreversible, but nothing drastic is envisaged.

In general, the tone of the study (entitled "Britain in the 1980's") and to be published by the Henley Centre, is markedly less pessimistic than most economic forecasts at the moment. The trends towards participation and greater Government involvement with industry are seen as irreversible, but nothing drastic is envisaged.

U.K. will be low-tariff country—NIESR

BY MICHAEL BLANDEN

SHARP FALLS in the tariffs charged on imported goods will follow the U.K.'s decision to remain in the EEC. As a result, the U.K. will become a low-tariff country, in contrast to its position in the late 1960s and early 1970s.

This will lead to further increases in the share of imported manufactured goods in U.K. domestic consumption, according to an analysis published in today's National Institute of Economic and Social Research economic review.

However, the impact of this on the U.K.'s external balance should not be very significant, its findings suggest, as any increase in imports as a result will be fairly small.

The article, prepared by Mrs. A. D. Morgan, assisted by Mrs. D. Martin, points out that there has already been a very large drop in the level of tariffs applied to U.K. imports in the period from 1959 to 1973.

In this period it is reckoned that the average general tariff applied to semi-manufactured goods fell from 18.2 per cent. to 10.5 per cent. while the rate on finished goods dropped from 21.4 per cent. to 12.0 per cent.

The analysis indicates that, in contrast to the arguments put forward by some anti-EEC campaigners, the effect of these cuts on the level of imports was fairly small. "Other influences

account for by far the greater part of the rise in the value and volume of trade since 1959. For semi-manufactures, the authors estimate, the rise in the volume of imports due to tariff all change in the level of imports over the long-term."

The further drop expected will mean that over the period between 1972 and 1977 the average tariff chargeable on U.K. imports of semi-manufactured goods will have fallen by 10 per cent. more, while the tariff on finished goods will have dropped by some 55 per cent.

Unless the Government deliberately reverts to protectionism, inviting retaliation by its major trading partners, Britain will become a low-tariff country.

The estimate for finished goods could, in this case, have shown an additional increase of anything up to about a quarter of the total rise in the volume of imports as a result of this shift, equivalent to £440m. at current prices.

The article points out that in the period covered the U.K. has the average for all manufacturing imports by only 0.7 per cent. The falling "tariff" has been a major factor in the U.K.'s trade balance, generally of 2 per cent. surplus, though overall the effect of the tariff cuts was an average drop of only 0.6 per cent. for all manufacturing imports.

This both limited the market for some goods in the U.K. and provided a high level of protection for domestic manufacturers, the authors say. The effect of the tariff cuts has brought a once-for-all change in the level of imports over the long-term.

Protectionism

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While seeing something of a balance of payments bonus from North Sea oil in the 1980s, the Henley Centre expects the problems of conquering inflation and improving the balance of payments to dominate British economic policy for much of the next decade.

Thus the growth of consumer expenditure is put at only 1.5 per cent. a year in volume terms over the period 1975-80, but at 3.1 per cent. a year after that.

Growth sectors of the economy singled out for special mention over the next decade include: financial services, public utilities, electronics and computers, exploitation of the sea, and pharmaceutical and medical science.

The vehicle industry, by contrast, is forecast to be relatively static.

In general, the tone of the study (entitled "Britain in the 1980's") and to be published by the Henley Centre, is markedly less pessimistic than most economic forecasts at the moment. The trends towards participation and greater Government involvement with industry are seen as irreversible, but nothing drastic is envisaged.

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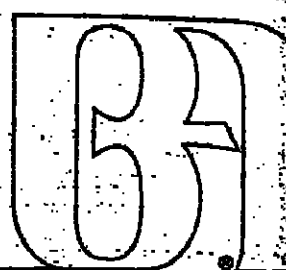
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الذيل من الذيل

Any ad. that can save you over £130,000 a year, must be worth reading.

Economy is just one of the reasons why London based companies may consider decentralisation.

Your lease might be about to expire, maybe you're encountering difficulties in staff recruitment, or perhaps one section of your business has grown too big for its present premises.

Whatever your reasons, we suggest you consider a move to Preston, the commercial centre of Central Lancashire.

Compared with London the rents are peanuts.

An average square foot of office accommodation is around £1.30.

For the luxury of a fully air-conditioned suite you'll have to shell out an extra 30p.

And these unbelievable prices mean a saving of over £130,000 a year for a company paying a relatively low London rent, and employing a hundred personnel.



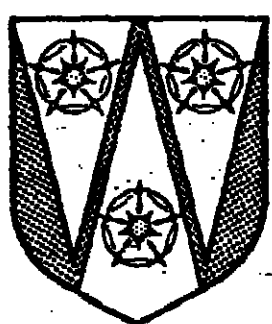
	LONDON LOW RENTS	LONDON HIGH RENTS
Central London Rent	£9	£18
Preston Rent	£1.30	£1.60
Saving per sq ft per yr	£7.70	£16.40
Average space per employee in 200 sq ft, therefore rental saving per employee totals	£154	£328
Net saving on rates of about 10% the rental saving	£139	£295
Cost saving on personnel	£155	£240
Cost saving on clerical salaries	£200	£200
Cost potential saving per employee per year	£135	£260

This figure does not include catering, car parks and common access areas, since the gross figure could vary considerably according to the site of the firm and its overall requirements.

Preston has long had considerable significance as an administrative and commercial centre.

It is the administrative headquarters of the County of Lancashire.

Naturally, this administrative concentration necessitates the presence of a wide range of highly developed commercial services. Banking, accountancy, insurance, legal practices, estate agencies and building societies are all well represented.



As a shopping centre Preston is also of considerable regional significance covering an area extending far beyond the boundaries of Central Lancashire.

Building for the future.

In recent years, well over a quarter of a million square feet of modern office development has been let in Preston town centre and another 260,000 square feet are now available for letting. A further half a million is in the pipeline.

Your way could be paid.

Because Central Lancashire has Intermediate Area status, firms moving from non-assisted areas could qualify for a fixed grant of up to £800 for each employee moving with his work, up to a 50% limit. A grant is also possible to cover the cost of approved rent of premises in the new location, for up to three years.

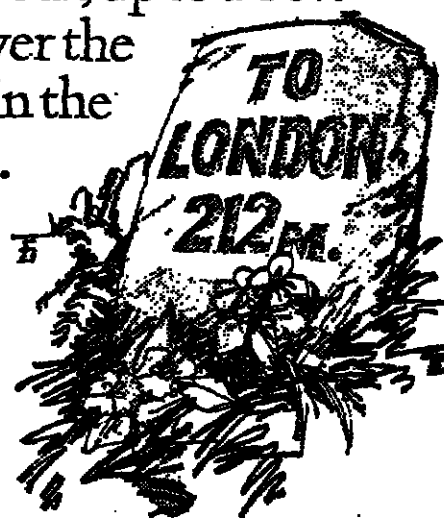
Distance is no object.

Even confronted with savings like these, an understandable reaction is that Central Lancashire is too far away.

Granted, Preston is 212 miles from London, but rather than measure the miles, calculate the time it takes to cover them.

The motorways allow you to drive there comfortably in about four hours.

If you want to make the going even easier, the Electric Scots will have you at Euston in around two and a half hours.



NO SMOKING FASTEN SEAT BELT

And from Manchester Airport, there's hardly time to enjoy a drink before the stewardess is telling you to fasten your seat belt.

So it is quite feasible for a company to retain a reduced headquarters in London, and enjoy excellent communications with, say, its computer operation in Preston.

Staff benefits.

The Location of Office Bureau in London writes... "Firms that have decentralised report reduced staff turnover rates, less absenteeism, greater efficiency and happier staff relationships."

It's not surprising really. For a start they won't lose ten hours of their life every week, locked in a car or rail compartment.

Young married couples struggling to afford a new home in the South East, will find the prices 30% less in Central Lancashire. There's rented accommodation for newcomers too.

And the area is surrounded by beautiful countryside for kids to develop their muscles, with good schools to develop their minds.

A step in the right direction.

Write or 'phone our Commercial Director, Bill McNab. He'll give you further details.

Central Lancashire
The foundation for your future.



HOME NEWS

Ports association rejects dock nationalisation policy

BY JAMES McDONALD, SHIPPING CORRESPONDENT

BRITISH PORT operators and employers yesterday decisively rejected the Government's proposals for extension of public ownership of the industry.

Commenting on the second consultation letter by the Government on reorganisation, the British Ports Association said there was "no evidence to support the contention that the introduction of central controls will lead to more efficient operation. The experience in other industries suggests that the reverse is true."

It argues that the powers given to the National Ports Council as an advisory body to the Government under the Harbours Act, 1964—advising on proposals for major port developments or for financial assistance to ports—are as strong as is appropriate within a framework in which individual port authorities, with their own assets and liabilities are responsible for managing their harbours and associated operations, employing the workpeople and securing a financial return on the assets employed.

Mr. Donald Redford, chairman of the Association, said in London that he did not know the Government's timetable for the port re-organisation scheme, but it would certainly not be during the present Parliamentary session. He hoped it was low down in the Government's legislative programme.

Control

He stressed that there was already sufficient Government control over capital investment by the ports—projects over £1m have to be approved—without further legislation or public ownership.

The BPA stressed that "privately-owned ports such as Felixstowe and Manchester have an established record of success in maintaining or expanding their business in a highly competitive environment. The Association is not aware that anyone has suggested that the privately-owned ports do not meet the needs of those they serve."

The BPA says that, with the revelation of the proposed

extent of bureaucratic control and interference in port management revealed in the second consultation document, "it is more than ever convinced that the proposals pay no more than lip service to the concept of local responsibility." It refers to the phrase "comprehensive overall control" and suggests that this means that a local port authority will have little autonomy.

The extension of public ownership of ports—in terms of Government philosophy—is going hand in hand with the plans to extend the Dock Labour Scheme to other non-scheme ports and also to inland organisations. This extension was attacked yesterday by the London Chamber of Commerce and Industry which has written to Mr. Michael Foot, Secretary of State for Employment, deploring the Government's failure to hold an inquiry into the handling, warehousing and movement of goods in and out of the country should be held before any irrevocable decisions are made as to the definition of "dockwork and dock worker."

This attack follows a protest recently by the Road Haulage Association against the scheme being extended.

In a memorandum on the Government's consultative document "Dockwork" the chamber says that a full and formal inquiry into the handling, warehousing and movement of goods in and out of the country should be held before any irrevocable decisions are made as to the definition of "dockwork and dock worker."

U.K. 'able to handle oil platform orders'

BY CHRIS BAUR, SCOTTISH CORRESPONDENT

THE DEPARTMENT of Energy now believes the U.K. has sufficient building capacity to satisfy demand for North Sea oil production platforms without any future orders for the huge structures being lost to overseas competitors.

Department officials, however, are still concerned at the lack of new orders from oilfield developers. This uncertainty is delaying a decision on nationalisation of the remaining two Scottish sites mooted for platform construction.

The transformation from feast to famine in the contracting industry's prospects over the last year is likely to increase the pressure on the Department of Energy under its new Minister, Mr. Anthony Wedgwood Benn, to ensure that available platform yards do not go short of work.

Trade unions, led by the Scottish TUC, are already lobbying Government agencies and insisting that greater efforts be made to divert all future platform orders to British yards.

The latest construction yard to approach the point at which it can accept an order is the only State-owned site at Portavadie on Loch Fyne, in Argyll, in which the Government is investing £12m. It has been leased to the Sea Platform Constructors consortium.

Although there are indications of freshening oil industry interest in placing new orders, the Department of Energy's Glas-

gow-based Offshore Supplies office continues to be cautious about its forward assessment of the market. Last August's forecast that orders for up to 13 major platforms were likely—mostly this year for 1977-78—delivery was thrown badly out when oil companies held back investment while the Government's taxation and participation proposals were clarified.

The OSO now appears to accept that few more orders can be expected here and this is playing a decision on whether the Government should nationalise and finance the preparation of further building capacity at Campbeltown, Argyll, or Hunterston, Ayrshire, where a British and an Anglo-Dutch group respectively were given planning permission in January.

The OSO believes that, if last August's forecast had proved correct, contractors in this country would have been physically unable to handle the volume of work. The deferment of many of these orders has now enabled the contracting industry to prepare itself for the next round, say officials who see no reason why any future contracts should go abroad.

Mr. Dick Chaudry, general manager of Sea Platform Constructors, said the company hoped to be awarded an order by the time its construction yard employing up to 700 workers is ready in August.

Textile men in aid talks with Lever

By Rhys David

LEADERS OF the British Textile Confederation are due to meet Mr. Harold Lever, Chancellor of the Duchy of Lancaster, this evening for talks on possible forms of assistance for the hard-pressed textile industry.

The meeting follows informal talks which the BTC had last week with the Department of Industry officials arising out of the Prime Minister's statement in the Commons on May 23, in which he ruled out impact controls but promised other help for the industry.

Mr. Wilson said Mr. Lever, his principal economic adviser, would co-ordinate work of the Government departments involved and supervise discussions with the industry, which has been hit by the worldwide recession in textile demand and the diversion of low cost imports into depressed U.K. markets.

Mr. Wilson in his statement said the Government would be prepared to assist the industry under the provisions of the Industry Act 1973 to prevent the loss of viable capacity which would be needed when the expected upturn in world markets came. He also mentioned the possibility of a Government-backed scheme for financing stocks.

A zero rate of VAT on textiles and shoes produced in Britain was suggested yesterday in a Commons motion by a group of Labour MPs who claim that such a move would stimulate demand.

British Caledonian tells Shore to drop State takeover plan

BY MICHAEL DONNE, AEROSPACE CORRESPONDENT

RETENTION of the present "mixed economy" in U.K. civil air transport, with British Caledonian remaining free to operate as the major "second force" international airline after British Airways, is urged by Mr. Adam Thomson, B.C.'s chairman.

In a memorandum to Mr. Peter Shore, Secretary for Trade, giving B.C.'s views on the Government's current civil aviation policy review, Mr. Thomson makes it clear that B.C. would prefer to remain totally independent.

Mr. Thomson stresses the need for civil aviation to be taken out of politics—a view shared by B.C. and British Airways, and probably he suggests by the Civil Aviation Authority too.

Accordingly, he argues that the current Civil Aviation Act should be allowed to stand untouched, as should the "guidelines" to the Civil Aviation Authority on route-licensing for the second force airline.

"Dual designation"—the right of B.C. to fly on some routes in competition with British Airways—should be retained as a desirable but regulated civil aviation, where the volume of business allowed two British carriers and the end result was an increase in the total British market share.

"Do not drain away B.C.'s lifeblood, namely capital, by forcing it to operate profitable services," he says.

Mr. Thomson's memorandum has been prompted by the fact that Mr. Shore now has before him a report prepared by officials of the Department of Trade on future civil aviation policy. So far, there has been no indication of what the report contains.

Now that the referendum campaign is over, however, and Mr. Shore is confirmed in his post in the subsequent Government reshuffle, it is thought likely it will resume them "when the economic climate indicates a return to profitable operation."

B.C.'s fear has been—and still is—that the policy review might result in some drastic changes in civil aviation, including perhaps the outright nationalisation of B.C. or the weakening of B.C. through the restriction or removal of the "opportunities" needed for the airline to develop.

Mr. Thomson argues that the weakening process by which the policy guidelines given to the Civil Aviation Authority under the 1972 Civil Aviation Act.

Such a policy, he suggests, could be "disastrously forced" by taking away from B.C. its licences to fly to such destinations as Toronto, Boston, Atlanta, Houston, Bahrain and Singapore.

Mr. Thomson says that "total nationalisation" or "forced" destruction would require legislation. But either, if pursued, would irreparably harm British Caledonian and therefore British private enterprise civil aviation.

He goes on to point out that the philosophy of a "mixed economy" system in world air transport markets was accepted by the Labour Government in 1968 and the succeeding Conservative administration in 1970.

Mr. Thomson argues that in less than five years, B.C. has established itself as a potent force in world civil aviation.

In South America, the airline's profitability was greater last year than at any period since the route was abandoned by BOAC ten years ago. B.C.'s efforts on the London-Los Angeles route resulted in a 100 per cent rise in the U.K. share of that market.

On the London-New York route, B.C.'s participation led to a 25 per cent boost to the U.K. market share. Although it has suspended services on that route, the airline industry that he will announce his decisions before the Parliamentary recess.

More expensive hotels hit by fewer U.S. visitors

BY ARTHUR SANDLES

THE RAPID expansion of first-class hotel capacity in London combined with a fall in tourist traffic from the U.S., has had a severely depressing effect on guests accounted for only 42 per cent of the English Tourist Board cover-

ing the past three years show a striking fall in occupancy levels. The report, covers the years 1972 to 1974 and there have been indications recently that the situation has improved considerably this season.

However, the Board found that in the years covered, hotel occupancy had been in the previous two charging £7.50 or more per night, saw their annual occupancy levels fall from 67 per cent in 1972 to 62 per cent in 1974 and 55 per cent last year.

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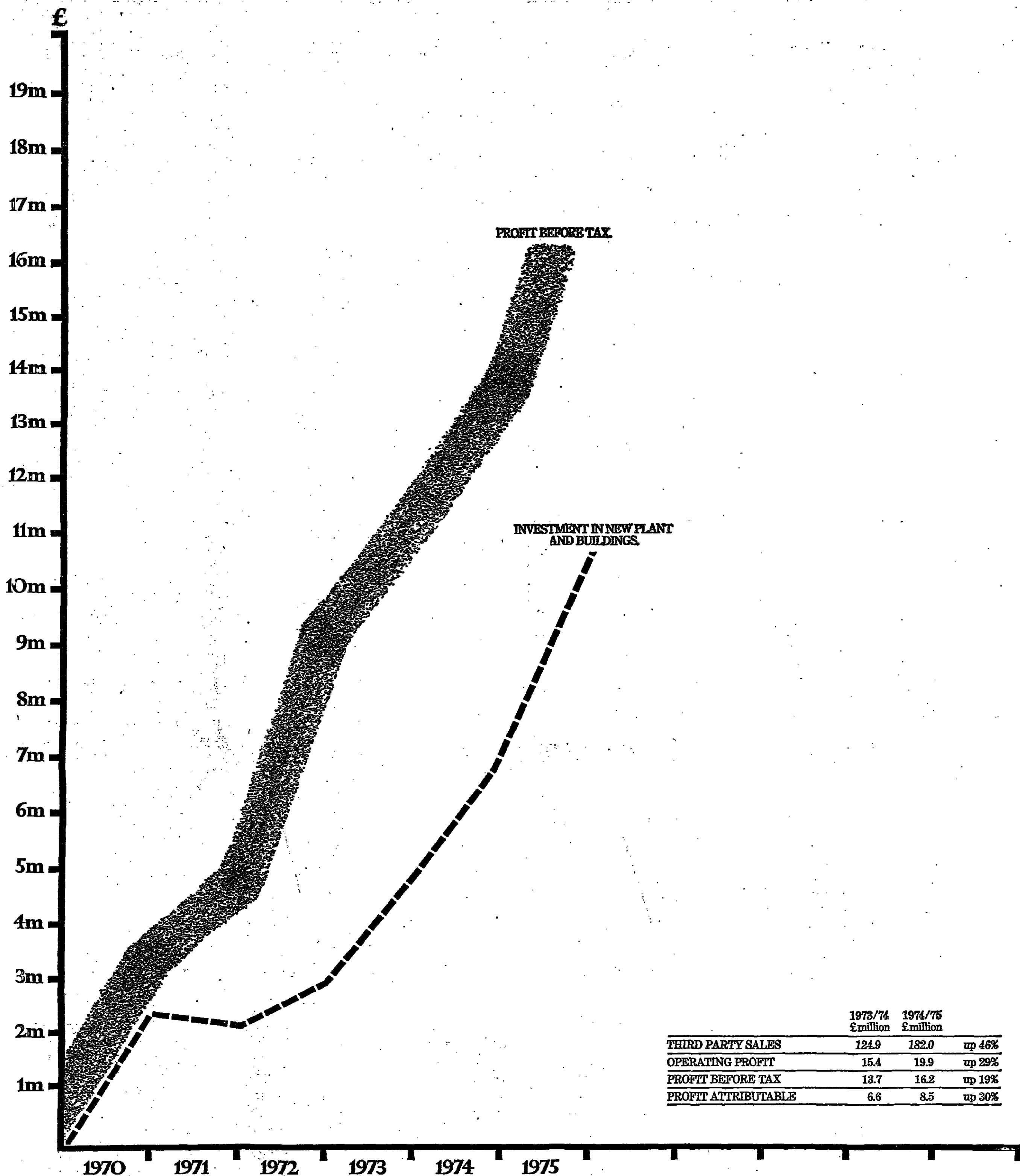
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NOW FOR THE NEXT FIVE YEARS.

1975 is no time for anyone to be complacent. But that shouldn't stop us from telling you we've had another record year.

Now we must use our profits to invest for the future.

We will be spending over £10 million in the UK in the next three years building the world's most modern motive power battery plant near Manchester. It will double our UK motive power capacity.

So that when the economy shakes clear of the current crisis, Chloride will be ready.

We can also get a more immediate return from

our investments. By entering markets where investment gives good value now.

Like North America.

Where our £15m investment already contributes 17% to our operating profit.

Like Europe. Where our brand new facility in West Germany is poised to capture an important stake in the growing industrial battery market. It will match those we already hold in Britain, Ireland, Belgium, Holland and Scandinavia.

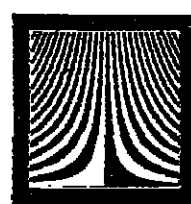
Chloride batteries will help to satisfy the world's increasing demand for pollution-free fork lift trucks and

other battery powered vehicles. Some may well replace the internal combustion engine as the main power for city centre traffic.

Other Chloride batteries will run emergency and standby power systems. An important and expanding world market especially in North America.

If you'd like to know more about Chloride's bright future write to the Secretary, Chloride Group Limited, 52 Grosvenor Gardens, London SW1W 0EH for the Annual Report and Accounts.

CHLORIDE



EDITED BY ARTHUR BENNETT AND TED SCHWETZ

DATA PROCESSING

Controlling delivery of goods

A COMPREHENSIVE computer delivery scheduling, stock control and accounting service for companies without their own computers has been launched by CMG Computer Management Group companies in the U.K.

Based on a system by CMG Southern developed for a company manufacturing household items sold through retail outlets, the service is particularly suitable for those whose vehicle delivery points constantly alter due to variable patterns of customer ordering.

In addition to determining drivers' schedules, the system produces delivery notes, raises invoices and issues statements automatically—all from initial customer orders. Further information which can be generated by the computer includes stock control analyses and sales analyses.

The aim of the service is to help companies to deliver the goods ordered, to the correct

customer, on the next available van in that customer's area.

Details of goods received at finished stores together with details of orders received and items dispatched are also collected. The resulting "stock position" report shows such information as physical stock on hand, quantities committed to outstanding orders, free balance, etc. A further report, arising out of the "stock position" report, to highlight items of stock for which the user does not have sufficient stock on the shelves to cover a specified number of weeks of forecasted sales.

Cash received, credit notes and any manual invoices are also fed in and passed with the details of computer-produced invoices to the sales ledger system. From this information an extensive "turnover analysis" is also produced which analyses sales by customer, within town, and within geographical/representative areas.

CMG, Sunley House, Bedford Park, Croydon, Surrey. (01-688 8251.)

Original order

The specific points of delivery as well as the particular goods ordered are determined by the computer as a result of an original customer order which may have been placed with the salesman on the road, by post or by telephone.

Weekly and monthly "orders received" reports are produced, the monthly version applying a smoothing formula on the average weekly receipts for comparison against the forecast

rate of productivity. Soon, using the same technology, workers should be able to operate not just from local units near their homes but actually from their homes.

The second major advance was the electronic office which could use an electronic mail system for internal and external mail, memo message collection and distribution, and other electronic aids.

Implications of these developments reach beyond the traditional computer department functions. Funds could be transferred both within corporations and on the international markets instantly and it would be possible to keep a 24-hour monitor of international market conditions and so profit by rapid changes in supply and demand.

Corporations would have to make organisational changes soon in order to adapt this operating style. Ferreira said. Diebold is at Norwood House, 55A, Catherine Place, London SW1E 6DY. 01-834 6148.

Analyses logic in detail

WHAT MUST certainly be one of the most versatile and comprehensive equipment for the analysis of digital data and circuits has been launched by Hewlett-Packard.

On a front-panel crt face the machine is able to capture data in the form of 1's and 0's from 16 parallel data lines at virtually any speed, using the left-hand half of the screen to display the result as 16 horizontal lines of 16 bits each, with the first word at the top of the screen and the last at the bottom.

The display is triggered on specific data words established by trigger word switches and the

trigger word is displayed along with the next 15 words. Operating speed is up to 20 MHz. This particular mode is useful for passing through a system which following an algorithm to trace data flow.

The instrument, called 1600A, has memory so that words before the trigger word can be displayed, providing "negative time". Thus, in troubleshooting, the user can trigger on an unwanted state and see where the machine malfunctioned. But if one wants to see data that does not immediately follow the desired trigger word, a delay can be used to position the 16 word "window" up to 99,999 clock pulses away.

Comparison

It is possible to bring the other half of the screen into action to display an active and a stored table of 16 bits each for comparison. A further facility causes the right-hand table to be the difference between the two, by "brightening-up" the difference digits.

Alternatively, by using an associated unit 1607A, 32 bit words can be displayed across the whole screen width, allowing 32 bit word computers to be serviced.

The most remarkable feature of the instrument is a dot map display which provides an overall view of the operation of the tested machine in a repetitive loop.

After familiarisation, claims HP, this permits identification of machine activity without the need to read tabular listings. Each dot represents one possible combination of the 16 bit lines so that every input word is represented by an illuminated dot. Brightness of the dots represents relative frequency of occurrence of that particular state. Hewlett-Packard is at Kings Street Lane, Wokingham, Berkshire RG11 5AR (Wokingham 764774).

COMPONENTS

Keeps the glass clear

MARINE SCREEN wiper called the Rotawiper recently put on the market by Wynstruments is a low cost unit claimed to give continuous vision under all conditions and requiring no maintenance.

The transparent blade which is unbreakable and non-scratching is invisible when spinning at up to 1400 rpm and sweeps a 20 inch diameter area of glass screen. The blades have an aerodynamic profile ensuring even contact with the glass and in addition a blade propeller centre of the wiper prevents lift.

HANDLING



European dealers have this week been seeing demonstrations of this latest Coles telescopic boom, truck-mounted crane in France. The crane has a maximum capacity of 50 tons and a 53.95 m jib section. It will lift 10 tonnes at 33 metres and slews a full

The leading edge scrapes off the water and centrifugal force throws it clear of the glass. Shorter blades are available if needed.

Forming an integral part of the blade hub is a fresh water spray system for keeping the wiped area free of salt and dirt. It can be easily connected to a pressurised water system or separate pump arrangement and in winter de-icing fluid can be used.

Installation needs one 22 mm (1 inch) hole through the glass and is straightforward. The company is at Staverton Airport, Gloucester GL2 9QW (0452 713264).

Folding propeller for yachts

A PROPELLER that automatically assumes the best working position as soon as the motor is started and the drive-shaft turns has been introduced by Gori Marine, Dyrehavevej 40, DK-6000 Kolding, Denmark.

It is a folding blade propeller and when the boat is under sail

along the two blades lie at rest pointing backwards and offering minimum resistance to the water.

When the shaft starts to turn the blades are unfolded by centrifugal force. The position taken up depends on a number of factors including the speed of rotation and the resistance offered by the water. No action has to be taken by the helmsman.

The two blades are controlled by a cogwheel inside the housing so that they always unfold synchronously. The propeller is also claimed to operate at full efficiency, when the motor is thrown into reverse. When sailing, an extra knot of speed is claimed because the blades are folded.

HEATING

Controlled storage heaters

GREAT improvements in the performance of storage radiators without any price penalty can be expected as a result of further development by Phillips research

staff of the family of antecrete metal fluoride mixtures reported on Technical Page last year.

It is possible to choose mixtures which can be taken to very high temperatures before melting. However, the research team has settled on a formula which gives a melting point in the middle of the 450/500 degree C possible range.

This means that weight for weight, the selected mix provides a heat storage of up to three times as much as the best materials currently used.

The research team has also developed an ingenious method of controlling heat release from the mass—a problem never satisfactorily solved hitherto.

The fluorides, with embedded heating elements are enclosed in a nickel/chrome steel casing. Outside this, several layers of copper or aluminium foil provide a radiation barrier and the whole is enclosed in an evacuated container.

When heat is wanted, a low current is passed through a container of zirconium hydride connected to the vacuum enclosure. Hydrogen is driven off and provides an excellent conducting medium for the stored heat.

Once the current is switched off, the zirconium reabsorbs the

Join up with the

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hydrogen and the heat is retained in the mass.

The fluorides are themselves chemical processes and cost very little more than the price of transport.

It is not known when the company will make these storage heaters but some decision is imminent since it is sealed last week that fluoride has their current rivals but one-third the size and gives a comparably better control of the stored heat.

This would be a great boon in the early spring when external temperatures are fluctuating rapidly from day to day.

Phillips Research Laboratory, Aachen, West Germany.

Picks items from store

DESIGNED FOR order picking and for handling loads into and out of storage is the Deemstock warehouse machine from Demas Material Handling, Sanbury, Oxford OX16 7QZ (0295 4555).

Travelling on a rail on the floor with a stabilising rail at the top of the racking, the equipment can be used in conjunction with a computerised drawer or gravity tray racking.

The front sides of the operator platform have hinged tables which can be replaced simply and quickly by other load supporting accessories such as forks, height adjustable forks and tables pivoting shuttles, or telescoping tables.

Exchange of these can be carried out subsequently at low cost and even during working hours without prolonged interruption of work.

The most of the machine is arranged on one side of the aisle ensuring good visibility and easy access to the rack compartments. A door fitted to either front side of the control platform enables the operator to enter and leave within the rack aisle.

TRANSPORT

Cools and purifies water

A MOBILE water cooler and purifier has been developed by Crawley Refrigeration.

Called the Acrow-Food and having a capacity of 100 gallons, the unit not only transports a large quantity of drinking water, but also cools it to 50 degrees F.

The Nomad has filters to take water from any supply—even if it is claimed, those heavily polluted.

The unit is supplied mounted on a trailer and will chill water at a rate of 25 gallons per hour, thus taking 4 hours to chill a full load. It is fitted with five

gallons from which drinking water can be obtained. A petcock is included for refilling the unit.

Crawley Refrigeration, Ashford Road, Saffron Walden, Essex, an Acrow Group company.

COMMUNICATIONS

Listens for ships in distress

BY JANUARY 4 next year all U.K. fishing vessels over 40 feet long will have to be fitted with a radio receiver permanently tuned to the international distress frequency of 2182 kHz. To meet the demand Rediffon has introduced the WK2182 radio receiver and has already taken orders for 75 units from HM Coastguards.

The receiver, which is also suitable for cargo ships, oil tankers, cruise liners, coasters and off-shore supply boats is suitable for rack or console mounting and is a single fixed channel set.

A ship in distress sending out an alarm signal will emit two tones on 2182 kHz. The WK2182 receiver recognises these and opens the mute circuit, causing the loudspeaker to emit two tones at full volume regardless of the volume control setting.

After a period of two minutes the alarm stops, the receiver

remaining in the alert condition until the helmsman can hear the distressed ship's position and may-day call.

Australian data net

AUSTRALIA'S Post Office has commissioned a market study into the country's future data communications needs. Demand for data transmission facilities has shown an average yearly increase of some 50 per cent in the last two years.

The study will look at Australia's needs for data, telex and facsimile communications over two periods: 1975-1985 and 1985-2000. It is also required to produce a data base for ongoing use in data communications over two periods.

The study will take about 12 months to complete, involve discussions with the computer industry, data communications users and allied associations, and cost over £150,000.

The Australian company is collaborating closely with Britain's Logica in this work. Logica is at 64, Newman Street, London W1P 3PG (01-580 8361).

Switch by Plessey

PLESSEY TELECOMMUNICATIONS, despite depressed U.S. conditions, is to sell its know-how in computer controlled data switching by managing and financing a new company, Astrodata Systems Corporation, which has been formed as a subsidiary of Astrodata Inc., the California-based electronics firm.

Astrodata Systems Corporation will specialise in the development of advanced telecommunications and data switching technology. It will have facilities at Anaheim, California, and Fairfield, New Jersey.

Initial emphasis will be in the field of telex switching, building further upon the Astrodata 4660 system which has already been adopted in several countries, including the U.S., U.K., Italy and Canada. As distributor for Astrodata in the U.K., Plessey is responsible for the 5,000-line expansion of the international telex exchange at St Botolph's House, London, to be brought into service during 1976. The company already has a 4660 system operating at its research and training centre in Beeston.

SAFETY

Protection from burns

PROTECTION against skin burns, dermatitis and allergy from greasing compounds, is provided by Kerodex barrier cream.

Two formulations of the cream are available to guard the skin of hands and forearms against thinner, caustic baths, paint strippers, pre-plating acid, pickling solutions, carbon tetrachloride, and various other solvents.

One formulation provides protection against non-aqueous solutions such as petroleum derivatives and alcohols, and a fully waterproof cream shields the skin from water-containing solutions of acids and caustics.

Both creams are greaseless, do not stain, and will not affect the skin even in long term usage. Kerodex is at Innoxa House, 436, Essex Road, London N1 3PL. 01-226 6601.

PROCESSING

Makes grain more easy to digest

INTRODUCED into this country by Cherwell Valley Silos is the U.S.-made Jet-Spolder process for rolling or flaking grain to produce high quality more digestible animal feeding stuffs that are claimed to be more consistent and easier to handle than steam-cooked feeds.

It is a dry heat process working at a higher temperature than steam systems and needing only the moisture within the grain kernel to produce a pressure cooker effect within each grain. At the right moment when the

starch is plastic and the pressure within the grain is at a maximum, the grain is fed into the rolls where it is exploded and flaked.

The process disorganises the starch granules, making the grain more easily digestible. After cooling the product is ready for bagging. No drying is needed.

Heat is provided by a 2m. BTU/hr gas-fired burner, with about 85 per cent of the air recirculated to increase heating efficiency. The very hot air is pumped into a heat exchanger into which the grain is fed by gravity. More information from the company at Twyford, Banbury, Oxford (Kings Sutton 441).

INSTRUMENTS

Gives true radial trace

A CIRCULAR chart recorder added to the range of "Servo-step" potentiometric recorders by Boyle Instrumental Gauging Systems has a 10 inch diameter chart and can be fitted with one, two or three pens continually recording on each channel.

The instrument is fitted with a stepping motor—self-balancing to serve system yielding good accuracy without overshoot. On single pen instruments the writing system can be either ink or pressure sensitive styling, the latter giving a particularly fine trace.

An unusual feature is that the pens give a truly radial recording which makes interpretation particularly easy, and the charts can be arranged to rotate once in either 8 hours, 12 hours or 24 hours.

Full scale deflection takes 0.8 seconds and plug-in range cards are available to feed 100 for any source material for its over-

and ac and any current from 100 micro-amps to 100 mA dc, and 250 micro-amps to 500 mA ac. The ranges can be extended by means of external shunts and/or current transformers. The company is at Burch Road, Northfleet, Kent, DA11 5NE (0474 64794).

Records the temperature for a month

A SELF-CONTAINED chart recorder designed for monitoring environmental temperatures between 0 and +65 degrees C is offered by Metrawatt (U.K.) Stevenage Road, Hemel Hempstead, Herts. (0482 4112).

The Thermoscript recorder has a clockwork drive adjustable for 8, 16 or 32 days without further attention, yielding a permanent record of the temperature on a paper roll.

This inkless recording technique on wax paper is claimed to give a trouble free and robust instrument able to withstand extremes of shock and vibration.

The chart shows maximum and minimum temperatures experienced during that period and reveals precisely when the temperature changes occurred. A security seal can be fastened to eliminate the possibility of illicit tampering with the record. The unit measures only 177 x 92 x 52 mm, weighs 2.2 lbs and has a quoted accuracy of ± 1 degree C.

Likely applications are in the monitoring of building and auto temperatures with a view to improving economy.

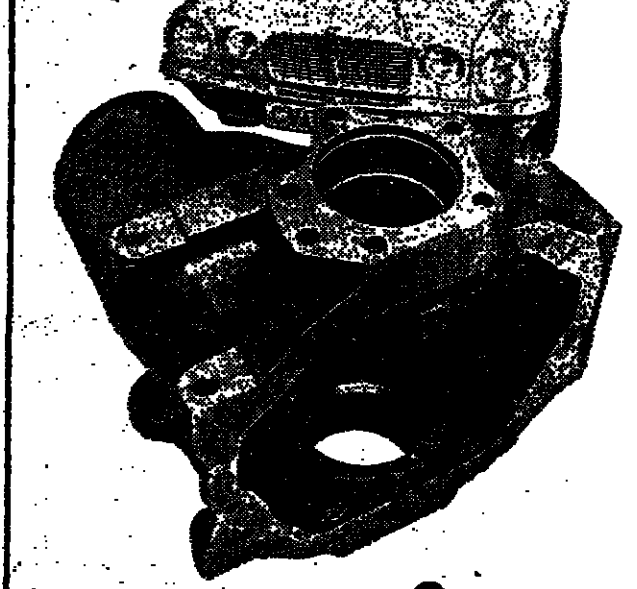
By agreement between the Financial Times and the BBC, information from The Technical Page is available for use by the Corporation's External Services as source material for its over-

At the heart of the XJ12

Jaguar's magnificent XJ12 is powered by a superb 12-cylinder unit developing a massive 250 bhp. This power is transmitted to the rear wheels via the axle (part of the final drive assembly designed and manufactured by Salisbury Transmissions Ltd.). The housing and differential are manufactured in Ley's famous "Black Heart" and in heat-treated pearlitic malleable iron respectively.

The designers have created a vehicle which gives an outstanding performance. Taking full advantage of the flexibility and freedom in design inherent in Ley's castings, weight saving has been carried through to the final drive.

For more information on Ley's complete range, ask for a copy of the brochure "Freedom in Design".



LEY'S

Ley's Malleable Castings Company Limited, Derby, England. Telephone: Derby (0332) 45671. Telex: 37575. Regd. Trade Marks: "Black Heart", "Ley's" "Lemon".

IS YOUR STANDBY GENERATOR READY FOR THE NEXT EMERGENCY?

Why allow your expensive investment to corrode or seize by standing idle? We will keep your generator in perfect running order so that it is instantly ready for use when required.

We will take on the responsibility with a Maintenance Contract. Any size, any place. 24-hour standby service. Cable & Switchgear also carry out the following work for industry, commerce and the public sector: Design and installation of sub-stations; H.V. and L.V. cable networks; Maintenance of sub-station equipment.

Divisions Manager: CABLE & SWITCHGEAR (FARNLEY) INSTALLATION LTD. Colquhar Works, Cammings Road, London, SE13 7UL. Phone: (01) 852 6112. Telex: 838225.

BENDIX INTERNATIONAL FINANCE CORPORATION

8% Guaranteed Debentures Due 1979

NOTICE IS HEREBY GIVEN that, pursuant to the provisions of the Indenture dated as of July 1, 1969 providing for the above Debentures, \$1,000,000 principal amount of said Debentures bearing the following serial numbers have been selected for redemption on July 15, 1975, through operation of the Sinking Fund, at the redemption price of 100% of the principal amount thereof, together with accrued and unpaid interest thereon to said date:

DEBENTURES OF \$1,000 EACH																							
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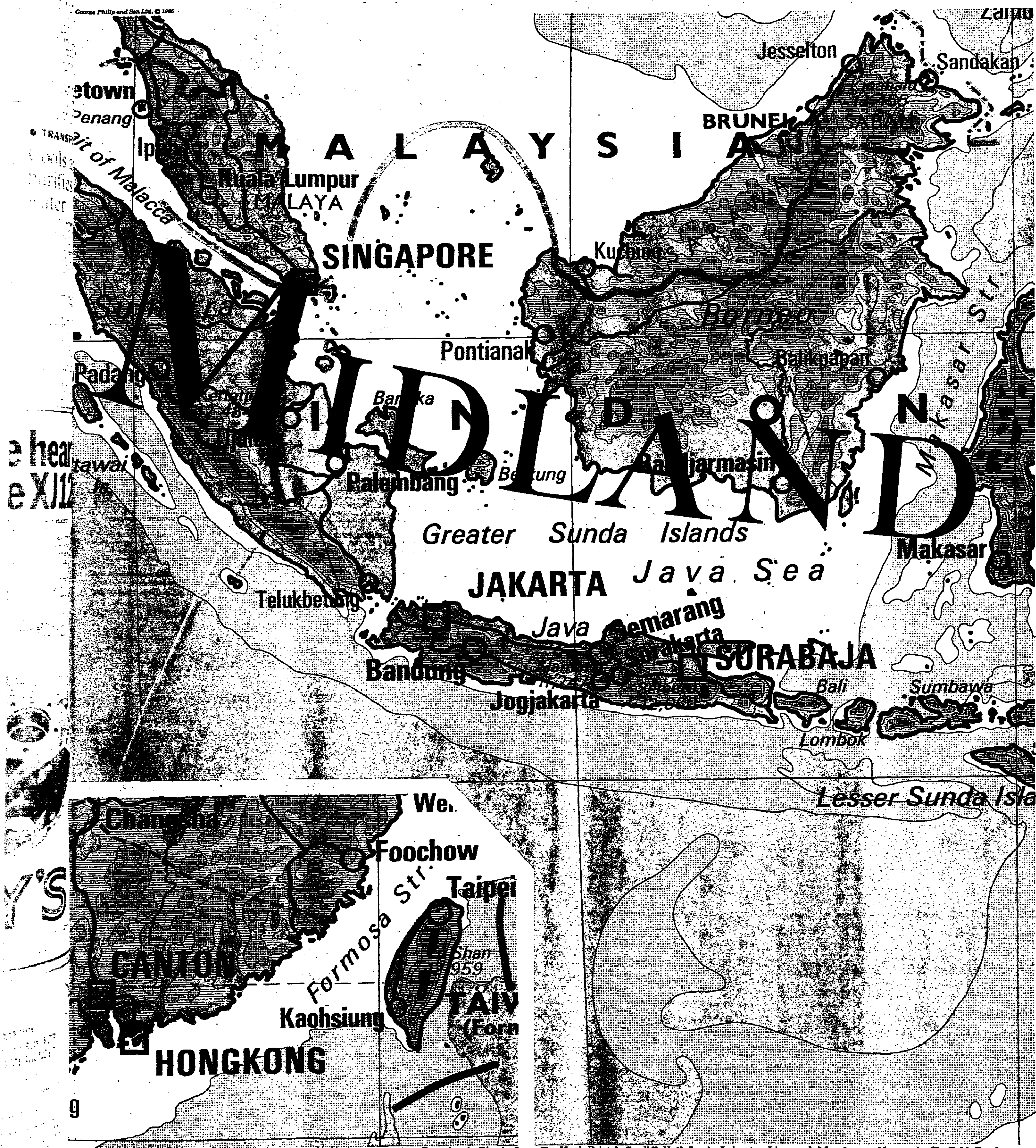
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LABOUR NEWS

NALGO threatens to ditch social contract

BY OUR LABOUR STAFF

THE GOVERNMENT'S attempt to persuade the unions that there is no other way of conquering inflation than by making the social contract work received a severe snub yesterday from the country's biggest white-collar union.

The rebuff came from the 500,000-strong National and Local Government Officers' Association at its annual conference in Blackpool where nearly 2,000 delegates warmly applauded a fervent plea for wage restraint from Mrs. Shirley Williams, Secretary for Prices and Consumer Protection, but then threatened to abandon the social contract.

The conference decided overwhelmingly that unless the Government stops its policy of expenditure immediately the union "must regard the social contract as no longer binding on its members."

This tough policy was further strengthened after the Minister's departure by the approval of a call for the use of industrial action, if necessary, in pursuit of the restoration of spending already cut.

Earlier, the conference had carried a motion offering conditional support for the social contract, but this cautious approach was then devalued by the hard line on spending cuts.

Mr. Geoffrey Drain, NALGO's general secretary, interpreted the union's new position last night when he said: "We want to continue with the concept of the social contract."

"I am not saying we have opted out of the social contract until we have had an opportunity of arguing this out with the Government but it sharpens our response."

"There are more stringent conditions than before and this will be reflected in the way we discuss this question inside the TUC."

Despite all the fighting talk in the conference, however, there were several doubts expressed from the platform during the social contract debate about NALGO's ability to stage an all-out confrontation with the Government, like the miners or the railway workers.

Next Monday, bargaining is to be resumed on NALGO's claim

for an all-round increase of about 35 per cent. against the background of a threatened strike ballot.

Mrs. Williams told the NALGO delegates there was no doubt at all that the "cancer of inflation" at its present level was destroying the U.K.'s currency, its willingness to invest, its savings, and she predicted that if it raged on it would destroy us as a nation.

Putting forward three stark choices, Mrs. Williams rejected mass unemployment and the slashing of public expenditure to the bone as classic cures for inflation and claimed the only way was by trying to restrain both prices and income on the basis of the social contract.

"It is our own self-generated incomes inflation that is the main cause of prices rising at the present time. We must restrict incomes to save our economy and our democracy," she declared.

"We must be more courageous in our choice this year than we have been in the past year or so, and many leaders of the trade unions are saying exactly this. It would be far the best answer to the things we want to achieve."

TASS survey shows members have breached pay guidelines

BY OUR LABOUR CORRESPONDENT

THE TECHNICAL and supervisory section (TASS) of the Amalgamated Union of Engineering Workers, among the most vociferous opponents of the social contract, won increases averaging between 23 and 29 per cent in the 12 months to January this year.

This level, revealed in a TASS survey published yesterday, shows that the 137,000 TASS members, on average, breached the social contract wage guidelines which at that time would have allowed increases of about 20 per cent.

But announcing the findings of their annual salaries survey, the first time yesterday, TASS officials were somewhat disappointed with their performance. They maintained that if

tax is taken into account they had only just about kept in line with the increased cost of living during the period.

At £34.94 the average salary for a draughtsman aged 30 years and over, including cost of living threshold payments, increased by 23.1 per cent, or just over £10 a week over the year to January 1975. During the same period the salary for 20-year-old draughtsmen rose by 29.5 per cent to £41.00, further evidence of a recent trend towards higher increases for the younger members.

But the survey shows that fewer younger people are joining their sector of industry and TASS warns that improved pay and conditions at the lower and indeed the top end of the salary

scales will be necessary if the engineering industry wants to maintain its design and development departments.

TASS's detailed salaries survey, which has been produced annually since 1923, is based on returns from 80,000 of the union's members. Normally produced solely for the use of the union's negotiators, it is being offered for sale to other interested parties for the first time.

Figures thrown up by this year's survey include a £12.58 a week disparity between the salaries of male and female TASS clerical members and the surprising evidence that Manchester, one of the country's main general engineering industry areas, is among the lowest paid areas for TASS members.

On the other hand, the other end of the scale TASS salaries in the East London area are far in excess of other parts of the country, mainly due to Ford Motor at Dagenham, while the runner-up in the pay stakes is the traditionally highly-paid Coventry area.

Wilson may set tone for NUM debate on wages

BY JOHN WYLES, LABOUR REPORTER

THE PRIME Minister is expected to make a keynote speech to the National Union of Mineworkers annual conference next month in advance of a crucial debate on demands for pay rises leading to a £100-a-week wage for miners.

Mr. Wilson heads a list of guest speakers at the conference, which includes Sir Derek Ezra, chairman of the National Civil Service, Mr. Bill Simpson, chairman of the Health and Safety Commission and Mrs. Marie Patterson, this year's chairman of the TUC.

If he touches on wages policy, the Prime Minister may influence the tone of the NUM's key wages debate, which will be preceded by the usual political fighting between moderates and left-wingers.

The battle ground for the left-right struggle will be the resolution tabled by Mr. Arthur Scargill's left-wing Yorkshire area which calls for across the board rises of £39-a-week to establish the £100-a-week coalface worker. Yorkshire wants the rises paid from November 1, eight months after the previous miners' deal, and its motion instructs the national executive to consult the miners' about industrial action if the claim is given an unsatisfactory reply.

NUM moderates are prepared to accept £100-a-week as a long term objective but will argue that the Yorkshire pay strategy will exhaust reserves of public sympathy for the miners. Instead they will press for adoption of a resolution without pay figures but calling for parity between the face workers and the colliery deputy who currently enjoys a 10 per cent differential.

Mr. Scargill will also make his presence felt at the national conference by his election to a change in the NUM's rules which would force all national and area officials to stand for re-election after five years in office. At the moment all officials hold office from their election until retiring at 65.

According to the union, the initiative for claiming repayment came from several local social security offices acting together, who notified ICL of their duty to pay back the money.

The money in question would appear to be "loans" to some of the workers to tide them over while they were waiting for their first wage packet after returning to work. The Act does not allow the later deduction of benefit paid while workers are still out on strike.

The Glasgow steel plant closures plea

THE GENERAL Council of the Scottish TUC decided yesterday to ask the Department of Industry to prevent the feared rundown of the century-old, privately-owned Steelworks of William Beardmore and Co., at Parkhead, Glasgow. They want the idea of a BSC takeover of the plant considered.

Mr. James Milne, general secretary-designate of the STUC, said the General Council was very concerned at proposed developments at Beardmore's, which seemed to indicate the eventual closure of the plant.

Earlier yesterday a Beardmore spokesman said it was intended to close down the outdated melting shop, the 100-year-old cogging mill and the old 4,000-ton press

which could affect up to 500 of the company's 1,200 labour force. He emphasised that it would be a gradual phasing-out operation and at least three months before it was put into effect.

The purpose of the operation was to strengthen those parts of the works which were viable, the company said.

Work halted at Portsmouth naval base yesterday, when most of the 8,000 industrial staff staged a 24-hour protest at alleged delays in national pay talks, based for the first time on comparison with outside rates.

Strikers have to forfeit social security payments

BY CHRISTIAN TYLER, LABOUR STAFF

DUCKINGFIELD factories of ICL near Manchester. The cause of the dispute, a complicated argument about the role of supervisors and installation of computers, was apparently being discussed at the offices of the Engineering Employers' Federation in London yesterday.

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New attempt to find Ford peace formula

BY ROY ROGERS, LABOUR CORRESPONDENT

FORD management and local manning levels. Management union officials meet to-day in a standstill on its position that it bid to agree a return to work formula for the seven-week-old

manning strike at Dagenham. The stoppage has halted car production there with the loss of 18,500 vehicles worth some £33m.

The meeting, set up after several days of behind-the-scenes communications, indicates that both sides are now in a position to compromise on what had seemed an intractable problem.

The dispute began when management decided to reduce the number of doorhangers in the Dagenham body plant from 26 to 18 a shift.

Doorhangers and fenderlifters, 80 in all, went on strike, refusing to return except on the old

manning levels. Some 5,000 Dagenham body plant workers have been made idle because of the dispute, and yesterday the company's Halewood, Merseyside, transmission plant was hit by a strike of all 275 maintenance workers because some of them have been put on a three-day week because of the doorhangers' strike.

A further 2,000 transmission workers were laid off as a result. Halewood production of Escort and Capris is not affected by the transmission workers' strike, which is expected to end on Monday when all Halewood men will be recalled.

It was accepted that another delegate, Mr. Glyn Weeks, had not been in the union for the full qualifying period, but this was not enough to invalidate the meeting which elected Mr. Healey and Mr. Weakley whose presence had been challenged.

It was their absence, after efforts to scrap the postal ballot system had been rejected by 27-25, that led to the controversial 25-25 tied vote.

Dealing with the casting vote which Mr. Scanton then exercised, the judge said that Mr. Peter Pahn, QC, counsel for Mr. Weakley, was completely justified in submitting that Mr. Scanton as president had no casting vote.

The judge went on: "The rules, which show that only divisional delegates alone may vote, make this clear in simple, ordinary words which do not need a genius of a parliamentary draughtsman to make plain."

"The executive council was also wrong in disenfranchising the whole of the South Wales division on a barrack-room lawyer's quibble without making a full investigation into voting figures that had applied when it elected its delegates. Their action was too drastic."

The judge indicated that he was making his orders without any prejudice to what might happen at future court hearings when fuller evidence can be presented.

AUEW vote on postal ballot illegal—judge

BY OUR LABOUR STAFF

SUPPORTERS of postal balloting in the Amalgamated Union of Engineering Workers won a victory in the High Court yesterday when the judge awarded injunctions against the union.

Mr. Justice Walton made three decisions in favour of Mr. John Weakley, whose disqualification as a delegate by the engineering section's national executive led to a vote to retain postal balloting being reversed last month.

He ruled that Mr. Hugh Scanton, president of the AUEW, was wrong when he gave his casting vote at a Blackpool rules revision meeting in order to swing the union back to branch ballots.

Secondly, he said Mr. Weakley, from South Wales, was fully entitled to vote at the rules revision conference and must be accepted as an accredited delegate at the union's national conference at Hastings on Monday.

Thereby, the postal system due to be replaced on January 1, must remain at least until a full trial of the case.

The injunctions are temporary because of the imminence of the national conference next week, but will be enforced unless a last-minute appeal is lodged against them.

Mr. Justice Walton also said that Mr. Graham Healey, a full investigation into voting figures that had applied when it elected its delegates. Their action was too drastic."

The judge indicated that he was making his orders without any prejudice to what might happen at future court hearings when fuller evidence can be presented.

Saker's

Directors: S. Borsook (British) (Chairman & Managing Director); K. Gross; K. J. Hipper (German); R. K. Kreher (German); E. S. Menell; J. Mincer; H. S. Morony; D. H. Shapiro; N. Werksman.

SAKER'S FINANCE AND INVESTMENT CORPORATION LIMITED

Audited preliminary profit announcement

During the past financial year, the Group's turnover increased by 13.9%. The increase in normal operating overheads was contained to a level well below the rate of inflation but additional overheads were incurred in starting up and operating three new service outlets in the Cargo group. However, there was an increase in interest paid of £488,000 (46% increase over previous year) as well as a significant reduction in financial income.

accounting basis from our investments outside the motor industry, earnings attributable to ordinary shareholders decreased by 1.6% compared with the previous year, and earnings per share by 9.5%, taking into account the fact that the additional 654,000 ordinary shares were issued, effective from 1 October, 1974. The fixed return on average ordinary shareholders' funds amounted to 19.0%.

The pre-acquisition profits and a corresponding reduction in interest of outside shareholders arising from the acquisition of additional shares in subsidiary companies. After attributing net earnings on the equity

Your board has declared a final dividend of 7 cents per share, making a total distribution of 10.75 cents for the year which is covered 2.4 times (1974: 10.58 cents), adjusted for the capitalisation issue.

S. BORSOOK, Chairman.

Consolidated group profits — Year ended 31 March 1975

	1975 £	1974 £	% CHANGE
TURNOVER (Net)	97,938,000	86,938,000	+13.9
PROFIT BEFORE TAX	3,311,000	3,311,000	—
Less: Taxation	1,355,000	1,528,000	-11.3
	1,956,000	2,186,000	-10.3
Less: Interest of outside shareholders and preference dividend	865,000	1,147,000	-24.6
	1,091,000	1,039,000	+5.4
Less: Pre-acquisition profits	105,000	1,039,000	-4.7
Add: Net attributable earnings	207,000	177,000	+16.9
EARNINGS attributable to ordinary shareholders	1,197,000	1,216,000	-1.6
PER ORDINARY SHARE			
Earnings (cents)	26.62**	29.42*	-9.5
Paid (cents)	10.75	10.58*	+1.5
Number of shares in issue	4,787,030	4,132,530*	+15.8

* Adjusted for capitalisation issue 23 August 1974.

** Based on additional 654,000 ordinary shares issued, effective 1 October 1974.

Declaration of final ordinary dividend in respect of the financial year ended 31 March 1975

NOTICE IS HEREBY GIVEN that final ordinary dividend No. 39 of 7 cents per share was declared on 2 June, 1975, by the board of directors in respect of the financial year ended 31 March, 1975. This dividend is payable to shareholders registered at the close of business on 11 July, 1975. The share transfer register and register of members in Johannesburg and London will be closed from 12 July, 1975, to 23 July, 1975, both days inclusive. Dividend warrants will be despatched on or about 13 August, 1975. The dividend is declared in the currency of the Republic of South Africa and the date for

determining the rate of exchange at which the currency of the Republic of South Africa will be converted into United Kingdom sterling for the payment of dividends from the London Transfer Office will be 13 August, 1975.

In terms of the Republic of South Africa Income Tax Act of 1962, as amended, non-resident shareholders' tax of 15 percent will be deducted from dividends payable to shareholders whose addresses are outside the Republic of South Africa.

By Order of the Board
Saker's Management
Company (Proprietary)
Limited
Secretaries
Per: W. J. Sharpe
2 June, 1975

Registered Office:
11th Floor
Cape Towers
Madison Street
Johannesburg

South Africa
Security Registrars
(Proprietary) Limited
12th Floor, Kellhof
112 Pritchard Street
Johannesburg

Transfer Secretaries:
England
McIntock, Mann
& Whitney Murray
Crabtree House
95 Southwark Street
London SE1 0JA

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SAFIC



FINANCIAL TIMES SURVEY

Thursday June 12 1975

Incentive Marketing

Incentive marketing is an arm of sales promotion which at times waves a bewildering array of inducements at the housewife on her shopping round. Last year's industrial slow-down did not provide the happiest of worlds for coupons, give-aways, trading stamps and so on, but the outlook now seems brighter.

Hoping the worst is over

THE COMPANIES, from the largest in the land to the one-man bands, which are involved in one or more of the myriad activities covered by the loose term incentive marketing, are in a state of exceptional bewilderment, unusual even for what has always been an amorphous and fluid industry. Undoubtedly 1974 was a dreadful year for incentive marketing—what figures there are available say so.

According to MS Surveys, which each month monitors the number of sales promotions (a major aspect of incentive marketing), there was a 22.2 per cent. fall in the promotions offered to consumers as an incentive to buy last year. In total less than 8,500 were recorded. What with packaging and product shortages there was no point in manufacturers trying to stimulate demand which could scarcely be met with no sales promotions.

In addition, manufacturing companies that have decided, as ever, that the most effective form of promotion is the price deal with a big multiple chain. This is undoubtedly a type of promotion, but to put into action it does not need the expert advice of one of the hundred or so promotions companies which have been set up to service with ideas, gifts, and organisational skills the below-the-line needs of manufacturers. So in the jungle some operators are very busy while many are suffering, along with the other service organisations.

And this is why the sales promotion side of the industry is rather bewildered. For on the surface display advertising, which is designed to build up a long-term image for a brand, has suffered more from the hand-to-mouth nature of contemporary business than promotions, which are usually intended to provide a short-term boost to sales.

Shopping

Marketing managers are taking a greater interest than ever in promotions which can stimulate consumer sales that are becoming harder to guarantee in the changing shopping world. By using promotions to hit higher sales targets there is a chance that a brand's turnover will rise and profits stay on target, and any marketing budgets at the moment have a much greater bias towards below-the-line promotions than would have been the case five years ago.

On the other hand there are the companies that have trimmed down all marketing expenses and there are the other

companies that have decided, as ever, that the most effective form of promotion is the price deal with a big multiple chain. This is undoubtedly a type of promotion, but to put into action it does not need the expert advice of one of the hundred or so promotions companies which have been set up to service with ideas, gifts, and organisational skills the below-the-line needs of manufacturers. So in the jungle some operators are very busy while many are suffering, along with the other service organisations.

The Harris International Sales Promotion Index, which has played a major role in creating an incentives industry by defining markets and asking customers what they think of promotions, estimates that last year the cost of price cuts to manufacturers was \$350m, making it by far the biggest sector of a below-the-line industry.

HM placed at \$645m, about the same as display advertising. Ironically HM's research suggests that housewives are suspicious of price cuts and find them confusing, and the research company is trying to persuade retailers and manufacturers to co-operate on more creative kinds of incentive favoured by the consumer and yet giving more of a plus to the givers—sales promotions in fact which carry an image boost for the product and the store where it was bought.

But in 1975 the price cut still predominates. In the U.S. this one challenger could be the year, but inflation, and new reduced price coupon. Coupons

have made great impact recently, with 80 per cent. of housewives admitting to having used them. Couponing is also receiving attention in the U.K. and Nielsen, which has set up a subsidiary to process coupons for manufacturers, expects to handle 175m this year. Also in the U.S. Bonus Gifts, a scheme whereby the purchaser of certain brands gets points building up for trading stamps, has done so well that it has gone national. This idea is being tested by Glendennings in Yorkshire now under the Bonus Money name.

But in the grocery side of incentive marketing, still the biggest though perhaps not the fastest growing, neither Bonus Stamps nor couponing can hope to approach trading stamps in importance. Trading stamps took a knock last year, basically because many petrol stations, their second largest market after grocers, stopped giving stamps as a result of the oil crisis.

Recovery

The turnover of the dominant company, Green Shield, dropped from \$47m in 1973 to \$45m last year. Now things are improving again, and Green Shield plans to reach \$48m in 1975. The 9,500 petrol stations, still offering Green Shield stamps which once provided 40 per cent. of its business, will not recoup all their 5 per cent. decline this year, but inflation, and new stores offering stamps, especially

in Scotland and the North, should see a Green Shield recovery, despite the fact that in its new catalogue, which went out two weeks ago, there was an average 14 per cent. increase in the number of stamps needed to acquire gifts.

Green Shield with 12m collecting households, maintains the lead usually reserved for an innovating company, but the CWS, since it replaced the traditional dividend with trading stamps in most member co-ops, has virtually caught it up in terms of turnover, and last week's decision by Gateway, the new owners of Pink Stamps to permit collectors to make up half the price difference for gifts with cash could stir up even further what is still the most successful example of incentive marketing in recent years.

Although the grocery store and the petrol station have always provided the most visible manifestations of incentive marketing there are great efforts among practitioners to widen the scope of the industry. Green Shield, for example, has set up a subsidiary to organise incentives for employees, and at last month's Incentives Marketing Exhibition in Brighton the running seemed to come from the companies offering incen-

tives for salesmen rather than for consumers, with travel the top attraction.

The other group getting considerable attention these days is the retailer. More than ever companies are tailoring promotions to particular retail groups rather than dissipating the impact over the country as a whole. Only a really big promotion, such as the recent Golden Wonder "Win £20 a week for life" competition, can hope to catch the imagination of the country direct and even here the trade was wooed with a top prize of a golden Ford Capri.

The big promotions require heavy advertising campaigns to get them known and need a total investment well in excess of £100,000. There may be eye-catching competitions in the future, to offer an alternative to a supposedly dreary reality, but they are likely to be very flamboyant. For most companies promotions will be geared to the trade, and valuable resources and time will not be wasted on self-liquidator offers of gifts that few consumers consider worth sending away for.

This will be bad news for all the small premium houses whose owners comb the world and the American giant, Gen-

denning, keep agencies at arm's length.

Some sales promotion companies only offer ideas (hence there has been criticism that operators putting together the whole promotion have the opportunity for hefty mark-ups from suppliers); the majority reckon that their reputation depends on honest dealings and that only by supplying a complete service can they make themselves useful.

Advertising

There are signs that some sophisticated clients are entering into long-term relationships with promotional companies and using them as regularly as they use agencies. But still in this come and go and few advertising agencies got over their initial reluctance to harbour alternative users of marketing money in their own financial bosoms. So, unfortunately, there is often a gulf between agencies and promotions companies. Even so Young and Rubicam own what is now probably the biggest—GLE—self-liquidator, free mail-ins, the line seriously. Other operators such as Marden Kane, Lloyd Peterson, Sales Machine, and the American giant, Gen-

denning, keep agencies at arm's length.

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Antony Thornicroft

Incentives or Motivation?

There is a young and flourishing industry providing incentives—mostly in the form of merchandise and holiday awards—for successful salesmen. We at Performance Awards Limited are the largest, and the fastest growing, U.K. company in the business.

But, there are some other important tasks in today's business climate that we believe our industry has neglected. There is, for example, the contribution that we can make to industrial safety. A few industrial giants already understand the need, but we can play our part in the broader spectrum of U.K. manufacturing. At Performance Awards we have widespread experience not only in safety but in timekeeping and absenteeism programmes and the whole area of industrial relations.

Again, we think the industry has too long concentrated on merchandise incentives without taking the trouble to understand the true springs of motivation.

Is every motivational opportunity really met by a merchandise catalogue? What about rewards instead of incentives? Is it not sometimes more valuable to acclaim a man's performance in front of his colleagues? Many people agree with us.

Performance Awards believe in these things and offer you services far beyond the normal range of incentive programmes. We also offer a genuine involvement in our clients' marketing and business to make our contribution more effective.

Of course, when it is a matter of merchandise we still have more to offer: a researched catalogue, 26,000,000 cubic feet of merchandise warehousing with a daily value of £8,000,000, the biggest distribution centre in Europe, and a client administration set up second to none. But it's still the creativity and quality of the programme that counts. Ask us.



Performance Awards Limited
Incentives for Industry

Number One High Street, Edgware, Middlesex, HA8 7DE.
Telephone: 01-952 7740

Ways to encourage the employee

LAST YEAR the Esso Petroleum Company won an award which is rapidly gaining a lot of standing in the industrial world—the Earle Trophy, awarded each year to the company making the most outstanding long-term improvement to its safety record. And it won it at a time when hardly a day went by without some newspaper or other headlining the fact that an oilman had plunged to his death during North Sea explorations.

During the last six years Esso has consistently improved its accident record. Between 1968 and 1974 accidents were cut by more than 80 per cent. The following figures tell their own story. They are accidents measured against every 100,000 man hours worked:

1968, 21.20; 1969, 17.00; 1970, 12.82; 1971, 6.83; 1972, 6.03; 1973, 4.82; 1974, 4.05.

The improvement dates back to the time when E. F. MacDonald, the incentives firm, drew up a scheme whereby increasingly large numbers of points were awarded to crews the longer they worked together without accident.

These were then redeemable against items ranging from stainless steel fishing rods to luxury holidays in Caracas. Since then Esso has adopted similar systems to reduce truck accidents and to stop petrol pump attendants from spilling petrol. In both cases the savings have been just as dramatic as with the oil-rig experiment. Truck accidents are now practically negligible and spillages have been reduced by 72.3 per cent.

Esso's experience may not be general as yet but it shows that incentives are being used to solve much wider-ranging industry problems than they were a few years ago when salesmen were about the only employees to be motivated in this way. Nowadays incentives are being used to cut absenteeism, improve quality control and safety, increase production, persuade employees to stay with their companies longer and boost the inflow into suggestion-scheme boxes. Kimberley-Clarke, the Kent-based paper company, has even pioneered a points programme designed to prevent its large female work force from leaving the mill during the summer months for the open-air life of apple and strawberry picking.

At the same time there are signs that the major oil companies are beginning to relax the hard line they have taken on all forms of promotion since oil prices shot up last year. One of the first signs is a new scheme designed by the Green Shield Stamps subsidiary, Perforance Awards, for Texaco. This is based on the card game "Pontoon" and is aimed at boosting sales of oil. For each pint of oil an attendant sells he or she picks a pontoon ticket and wins anything from 40 to 1,280 Green Shield stamps. Of particular interest is the fact that Texaco is actually selling the deal to petrol stations, not as is usual, providing it free of charge. It costs stations £30 a time which includes a special wall chart, 200 prize pontoon tickets, thousands of Green Shield vouchers and leaflets on how to play the game. If Texaco had paid the bill it could have come to anything up to £50,000. If the scheme goes as well as Texaco hopes it will, the next move could be to devise something similar to boost the sales of tyres, batteries and accessories, one of the most profitable sides of the service station business.

The design of incentives schemes—and many others like them—are not as straightforward as they seem. The specialist companies may once have been able to produce schemes in a couple of days but that is no longer the case. It is no longer sufficient for them simply to supply the merchandise. Nowadays in-depth interviews are carried out by trained psychologists, with a wide section of those employees at whom the schemes are aimed. The idea is to discover where they go for their annual holidays, where they would like to go, what they consider as the best perks, whether or not they think they are well paid, etc. Only after the results have been fully analysed do the incentives houses start to draw up programmes designed to motivate employees in the most effective way.

This was certainly the case with a scheme developed by Polaroid for spark plug manufacturer, A.C. Delco, whereby retailers got Polaroid Super Swingers at vastly reduced prices for selling so many new spark plugs during a given period. Initially, the company

ordered 6,500 cameras for a four-week incentive campaign but the whole thing was so successful the company had to place two further large orders within the first ten days. As for the outcome, sales of spark plugs rose by fractionally over 100 per cent.

No one is absolutely certain just how much is currently being spent on motivating employees in this way but between £15m and £20m, seems to be the general estimate. But that does not include travel which, largely due to reducing prices of family holidays, is rapidly becoming the most popular form of incentive in Britain.

Last year U.S. companies spent on motivating employees in this way but between £15m and £20m, seems to be the general estimate. But that does not include travel which, largely due to reducing prices of family holidays, is rapidly becoming the most popular form of incentive in Britain.

CONTINUED ON PAGE 17

Not unless incentives work; unless you know they'll work; unless you know they'll work before you pay for them.

Example: one Company* a multi-national giant, could not afford incentives until they found one which worked, in the first year and the second and... right up to the seventh year. During that time their lost-

time-accident frequency rate plummeted from over 21.00 to less than 6.00!—not to mention the fact that they won the coveted Sir George Earle Trophy for outstanding contributions to industrial safety, or the fact that two of their depots each achieved a previously unheard-of MILLION-MAN-HOURS WITHOUT TIME-LOSING ACCIDENT... all in the same year!

Example: Another international company* introduced incentives over ten years ago to motivate their sales personnel. Consequently, since that date, sales and profits have improved!

Not unless they work; not unless you know they'll work; because that's the only way we can earn our keep. Only when your incentive campaign is achieving something for you—

like fewer accidents, less wastage, less staff turnover, better time-keeping or increased sales and profitability; do we benefit from a proportion of your benefit.

When that happens...

We can all afford Incentives!

...as long as they are EFM incentives!

*Actual case histories
**The number of accidents per 100,000 man-hours

THE E.F. MACDONALD INCENTIVE COMPANY

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كلوا من الاصل

NOW! Sinclair pocket calculators at lowest prices ever!

A million pockets can't be wrong
In March 1975, the millionth Sinclair pocket calculator slipped into somebody's pocket.

What makes pocket calculators so special? And why Sinclair? Here's the way we see it.

What is a pocket calculator, anyway?

A calculator that makes no compromises on functions, yet at the same time not only fits a pocket, but can actually live there. That means small and light, but still easy to use. And it means complete independence of external power.

Is there any point in it?

If you always work at a desk, no. If you frequently carry out calculations on the move or away from a power source, yes.

Does it matter which pocket calculator?

Yes, it does. There aren't very many real pocket calculators to choose from anyway, and price is absolutely no guide to quality. The thing to remember is — no compromises. Saving a pound or two by cutting down on digits or cutting out a constant just isn't worth it.

So why Sinclair?

Because no other maker offers such a wide range of genuinely pocketable calculators. Because no other pocket calculators offer better value. Because, regardless of range and price, each Sinclair calculator is brilliantly designed and miniaturised, and very well made. Because Sinclair offer a year's truly no-quibble guarantee.

And because a million pockets can't be wrong.

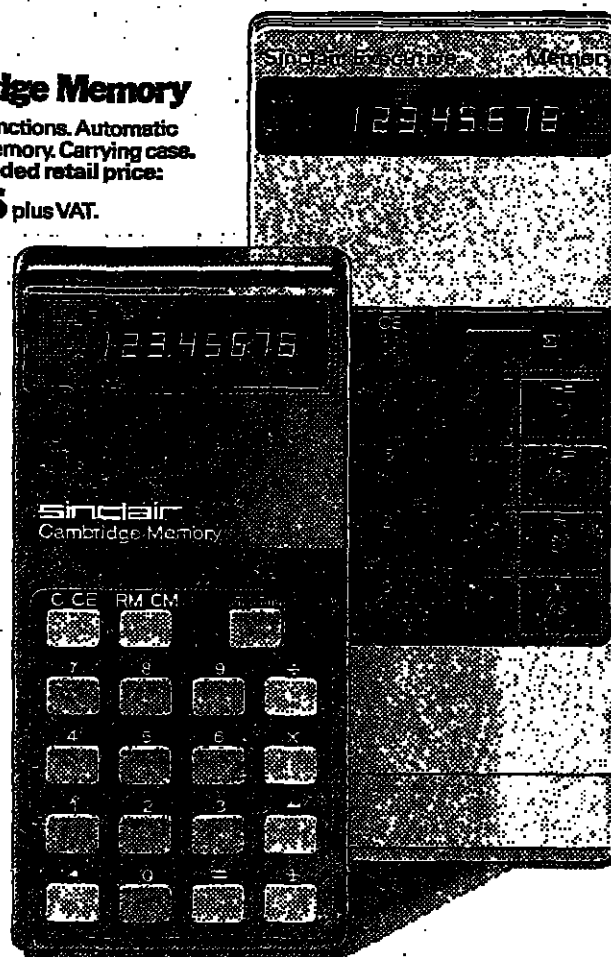
Sinclair Cambridge

8 digits, 4 functions. Powerful constant. Carrying case. The most useful functions, impeccably presented. Recommended retail price: **£12.95** plus VAT.



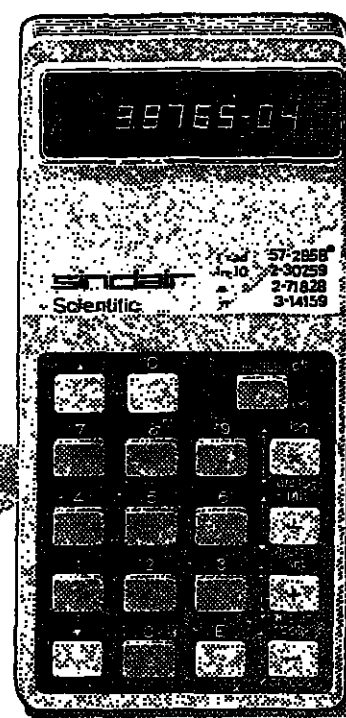
Cambridge Memory

8 digits, 4 functions. Automatic constant. Memory. Carrying case. Recommended retail price: **£17.95** plus VAT.



Sinclair Scientific

Logs. Trig. Arithmetic. Scientific notation. A specialist's machine at a non-specialist price. Recommended retail price: **£19.95** plus VAT.



Executive Memory

The Sinclair Executive won a permanent place in the New York Museum of Modern Art. The Executive Memory's available in an unlimited edition. 8 digits, 4 functions. Constant. Memory. The world's slimmest, lightest calculator, in a red, black and gift presentation case. Instant status, gift-wrapped. Recommended retail price: **£24.95** plus VAT.



NEW! The Sinclair Oxfords at prices to match.

These are new.

They're the Sinclair Oxfords — not pocket calculators, but mains/battery portables.

They're designed to sit on your desk and work on the mains all day. (There's a neat Sinclair mains adaptor available as an optional extra. It costs £2.95 + VAT.)

Or they fit companionably into your briefcase and give you weeks of normal use on a cheap 9-volt battery.

They've got good big keys... angled displays... rubber feet... and a bit of weight and substance — all the things a mains/battery calculator needs.

Sinclair are Europe's largest calculator manufacturers. In the Oxford range, we've taken everything we know and presented it in three handsome, robust packages.

First, there's the Oxford 100. It's a classic 8-digit, 4-function calculator, made a little special by its unusually powerful constant. The Oxford 200 adds a memory and an automatic % key — an extremely useful facility for anybody handling VAT, mark-ups, discounts, or similar calculations.

The Oxford 300 is different. It offers an exceptional array of sophisticated scientific functions, and is one of the very few genuine scientific portables on the market.

All three machines will work with the Sinclair mains adaptor. All three are supplied with 9-volt batteries and full instructions.

All three are covered by Sinclair's no-quibble one-year guarantee. If you buy a calculator from an unknown manufacturer, you may find it very difficult to get service or repairs — or a replacement if the calculator stops working.

Alongside, we've spelt out in detail what they do. As you see, they offer even more than the Sinclair pocket calculators.

Yet they start at the same price: £12.95, plus VAT — and no other range by a reputable maker can beat them for value.

Where to find your Sinclair calculators
Currys, Dixons, Green's Leisure Centres, Henry's Laskys, Lizars (Scotland), Ryman, J & F Stone, Underwoods; larger branches of Boots and Debenhams; Harrods, Lewis's, Selfridges; and other good stores everywhere.

In case of difficulty, send a cheque of your Access or Barclaycard number direct to Sinclair. We'll despatch a calculator direct to you. 14-day money-back undertaking, of course.



Oxford 100

Four function portable calculator
Display
Eight digits; floating decimal point; unwanted zeros suppressed. Angled and enlarged for easy reading on a desk.

Four functions
Adds, subtracts, multiplies, divides.

Algebraic logic
Enter calculations exactly as written.

K constant
Powerful constant on all four functions acts as limited memory.

CE key
Clears incorrect entry — number or operator.

Mains/battery option
Operates for weeks on readily-available 9 V battery (supplied with calculator); or indefinitely on mains power using optional Sinclair mains adaptor.

Easy to operate
Rubber feet and click-action keys encourage accurate, one-hand desk use.

Size
6" x 2 7/8" x 1 1/4". Weight without battery: 5 oz.

Recommended retail price:

£12.95 plus VAT.



Oxford 200

Five function portable calculator with memory

Display
Eight digits; floating decimal point; unwanted zeros suppressed. Angled for easy reading on a desk.

Five functions
Adds, subtracts, multiplies, divides, plus automatic % key.

Algebraic logic
Enter calculations exactly as written.

Automatic constant
Operates on all four arithmetic functions.

Memory
Full five-function memory facility adds display to memory, subtracts display from memory, exchanges memory and display, recalls memory, clears memory.

Mains/battery option
Weeks of normal use on readily-available 9 V battery (supplied with calculator); or operates indefinitely on mains power using optional mains adaptor.

Easy to operate
Rubber feet and click-action keys encourage accurate one-hand desk use.

Size
6" x 2 7/8" x 1 1/4". Weight without battery: 5 oz.

Recommended retail price:

£19.95 plus VAT.



Oxford 300

Advanced scientific calculator

Primarily designed as a full scientific machine, the Oxford 300 is also a very powerful calculator for normal commercial use. Used as a general-purpose calculator, it handles numbers up to 100 million in normal (floating-point) notation — switching automatically to scientific notation for even larger numbers. The user can override the machine to change notation at any time.

Combined with algebraic logic, convenience functions (\sqrt{x} , π , \ln , \log), memory and constant, this feature provides exceptional capability for normal mathematical calculations.

The addition of log and trig functions makes the Oxford 300 one of the very few genuine scientific portables on the market.

Format
Basic format (size, weight, number of keys, number of digits, battery/mains option) as Oxford 100 and Oxford 200.

Four arithmetic functions.

Full five-function memory facility adds display to memory, subtracts display from memory, exchanges memory and display, recalls memory, clears memory.

Automatic constant on arithmetic functions.

Convenience functions
 \sqrt{x} π \ln \log

Logs base e and e^x.

Trig functions
Sin and arcline.

Cosine and arccosine.

Tangent and arctangent.

Operating in degrees or radians, switchable.

Recommended retail price:

£29.95 plus VAT.



1975
THE QUEEN'S AWARD
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in 1975, for technical innovation
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sinclair

Gradual return of the premium offer

LAST YEAR was not a good year for those concerned in the premium business whether as suppliers, organisers, users or consumers. The rise in petrol costs and the time when petrol was on allocation to the garages induced a severe decline in a once very active area. And in the grocery trade there was a decline, some would say by as much as 15 per cent. in all forms of promotions owing to the irregularity of supply of many products whether due to shortages or panics.

But the first months of 1975 have seen a gradual return of the premium offer though it is unlikely that it will come back in the same form as before. There are two factors at work which are likely to change the face of premium offers. The trade suggests, and inflation is the common parent to both. They are the fall in the real purchasing power of the housewife's budget (or anyone else's for that matter) and the increased cost of distribution of premiums by mail.

However the types of premium offer most commonly used are still largely the same. One of the simplest forms of premium in the grocery trade is probably the use of special packaging for the product itself, instant coffee in a screw-top jar, or honey in a drinking glass. This is something that the glass container manufacturers, such as United Glass—which had done a lot of research into housewife's attitudes to glass packaging—are pushing very hard.

Plastic

Two other fairly simple forms of premium offer are also associated with the packaging. The first is the in-pack offer that is supposed to be so popular with children. In every packet of their cornflakes is some small object, a plastic racing car or a bag with a couple of stamps. Often some element of collection forming is used to encourage continued purchase of the same brand of cornflakes.

Breakfast cereal products also

In the early days of premium offers, back in the sixties, the free plastic daffodil with the soap powder made its appearance and gradually became an object of mockery. Premiums have developed greatly since then... but when the next hush begins one premium house is ready to offer fresh daffodils with the soap powder.

frequently use the on-pack offer form of premium, a spoon or something taped to the actual pack. None of the above three ways of presenting premium offer to the consumer is likely to cause the retailer great inconvenience. They do not disturb his usual shelf displays, too much and are unlikely to cause any more stocking problems than normally associated with a product that is being heavily promoted.

The retailer has to be wooed as well as the housewife when it is a question of stocking a product in addition to the one offering the premium, the buy-one, take-one type of premium offer. But at least one specialist premium house, Mardon-Kane U.K., believes that this may be a boom area in the course of this year.

But the type of grocery premium offer that is likely to see the greatest change is the printed on-pack offer whether it be a free mail-in or a self-liquidating promotion is one that pays for itself, the consumer sends in a certain amount of money for an object which is offered to him at a discount and this covers the manufacturer's promotion costs. The rise of the discount houses and the drastic increase in postal costs are the two factors most likely to influence the nature of this type of premium offer.

On garage forecourts the premium offer has not really changed though it is mostly tied to oil now rather than to petrol as in the days when petrol could be bought for less than

50p a gallon. Neither Shell nor BP have actively used premium offers to promote their petrol brands over the past two years in any national campaign. The decision to stop using premiums with petrol arose during 1973 when, in the words of one petrol marketing man, "the whole thing had become too much of a jumble." As the price of petrol has soared it would seem less than tactful to offer motorists free products when they purchase it.

Support

However the individual dealers still like to use the occasional premium offer in which case the petrol supplier, be it Shell, National Benzole or BP, will offer assistance. "We are now trying to give maximum support locally," National Benzole confirms. The problem for the garages is to recover some of the business that they have lost to the motoring shops, the sale of oil by these shops is one special area where the garages are trying to fight back.

"We are very interested in getting at the motorist who buys oil to take home" BP observes and Shell, too, confirms that it is trying in the occasional premium offer to sales of lubricating oil in selected areas of the country. BP currently is offering oil buying motorists the opportunity to buy a peach and fry pan at virtually half price. Its promotions commonly last for a quarter.

National Benzole is currently

running quite a heavy merchandising campaign in order to help dealers boost forecourt takings. The goods are such things as tights, socks, lighters or products more associated with cars (Shell has offered a hand lamp with one gallon of its super multi grade oil). As the holiday seasons arrive, products associated with leisure—beach balls, picnic equipment—is likely to feature.

Just as various value offers—usually coupons offering introductory prices or money off—have been popular in the first months of this year, the premium offer trade reckon that value rather than novelty will be the yardstick housewives use to judge premium offers. But just like the housewife, the promoters are suffering from a drop in the purchasing value of their premium offer budgets. And, as Graham Morse of Mardon-Kane points out, they are also suffering from the advance of the discount stores which may be able to undercut even premium offer prices on certain products.

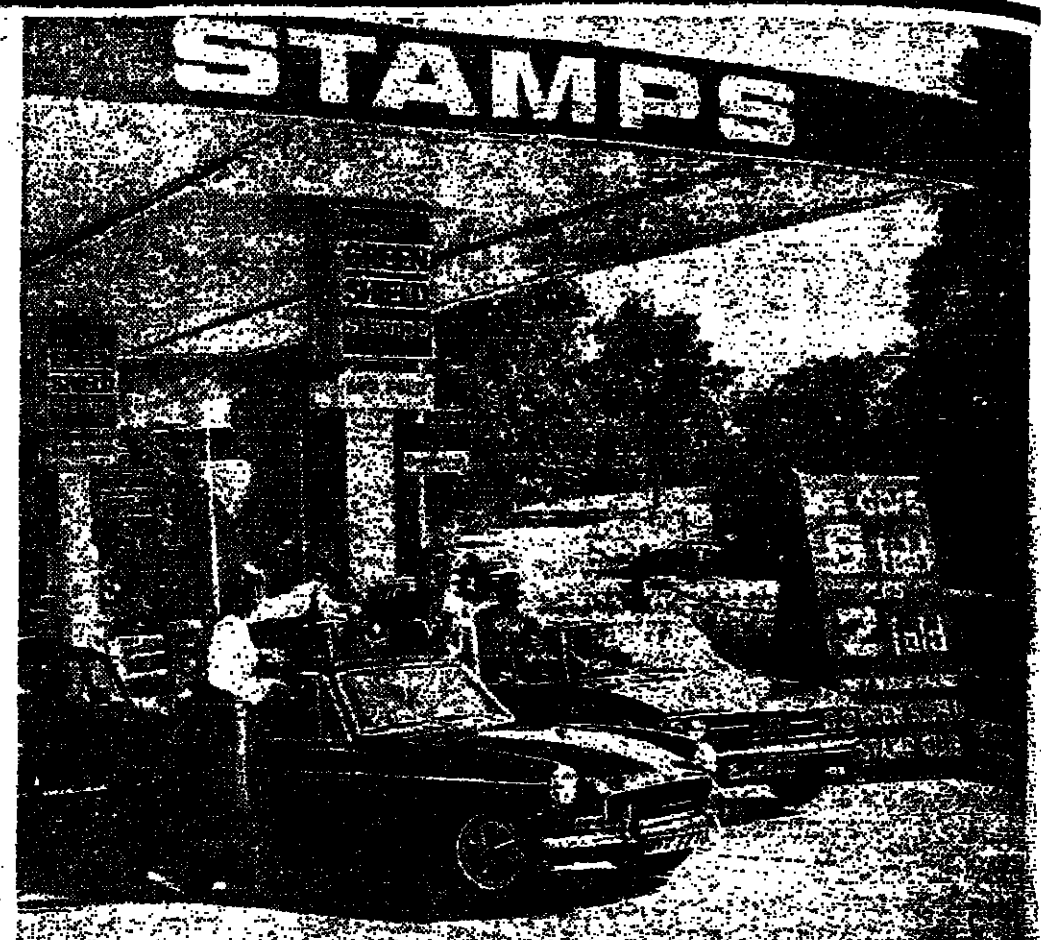
The inevitable result is that the promoters are going to have to be increasingly selective about the goods used in either free mail in offers or self-liquidating promotions. And this in turn inevitably entails more business for the specialist premium houses which has just been appointed by Hoover as one of the official stockists of its products in addition to its existing agencies for Hitachi, Reeves Paints and others. The skill of the premium house in buying—Mardon

Kane has two world travelling buyers—will be a large determinant of the success of the promotion.

It will be interesting to see how the users of premium offers which need to be mailed will react to the increased cost of postage. Postage can account for as much as a quarter of the promotional budget and it is difficult to think of ways of not using the post office without bringing in yet another party, say a coupon redemption house, into the equation. Virtually the only promoter for whom this is not going to be a problem are the dairy companies who have a ready built delivery fleet.

The range of possible goods to be used as premium offers has just received an interesting extension. The Readers Digest with its massive publishing and record sales has just officially entered the market. The possible permutations of its stock of editorial material, alone, seem endless.

What the premium houses themselves are still waiting for is an extension to the range of their clients. Recent additions have been rooker manu-



8-fold Green Shield stamps being offered at the Drift Bridge Garage, Bury, Greater Manchester.

facturers and the makers of the Atlantic. At one time some of the U.S. banks were competing quite vigorously for accounts with offers of all kinds of consumer goods whose connection with banking was tenuous to say the least.

If the rate of inflation continues on its present course

many promoters and premium houses reckon that the premium offer will rapidly make up ground lost last year. The theory is simple, as inflation increases, people will prefer goods as cash becomes less and less useful.

Doina Thomas

Supplying the merchandise

THE OFFICE of Fair Trading, together with the hundreds of consumer bodies throughout Britain, is getting increasingly concerned about companies which advertise premiums as being free and then add, in the very smallest possible lettering, "plus postage and packing." Giant packaged-goods firms could easily get away with this practice 12 months ago; after all, not even the most militant consumer organisation wanted to quibble over a few pence. But with the recent massive jump in postal rates—now postage and packing often cost more than the products themselves—that has all changed and it could be that the OFT may soon force companies to stop this practice altogether. In which case premium promotions will cost companies considerably more than they do at the moment. That, or the number of premiums on offer with everything from cornflakes to chocolates, will fall that little bit further.

But, ironically enough, there aren't any signs that the premium houses are losing interest. The market may have dwindled but there's still plenty of interest in what business is left. Big names such as W. E. Smith, Imperial Typewriters, Pye of Cambridge, the Ross Group, Shaffer, R. Senthil, Pan Books, Curran Cookware, Lower Housewares, Cross, Paper Mate, EMI, Kenwood, Industrial Gifts and Polaroid are setting up, and expanding, premiums sections about as fast as they can go. Proof of continued interest is shown by the fact that there have been two major premiums exhibitions—one in London, the other in Brighton—during the last few months; and both of them were booked to near capacity by premium houses keen to get a bigger and more lucrative slice of a dwindling market.

Forecast

The truth is that the whole promotions business has taken a tremendous battering during the past 12 months—only the really good premiums houses are still in business—and the prospects for the past six months of 1975 are not any brighter, either. M. S. Surveys, accused of being a gloomy forecaster at the best of times, predicted a 10 per cent. drop in 1974 and was more than 10 per cent. out. Sales dropped by 22.2 per cent. The forecast for 1975 cannot make the premium houses any happier. According to Roy Martin, boss of M.S. Surveys, the biggest drop will be in self-liquidating, free mail-ins and in-pack giveaways.

The reasons for the decline are simple enough. Once upon

a time retailers would be quite happy to choke their shelves with hundreds of premium offers provided that they created plenty of in-store activity. These days the promotional policies are much stricter and are laid down at head office so that a consistent image is kept throughout the stores. In addition, the postal rates have made it practically impossible to offer some of the less expensive items as premiums.

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Playing Cards Publicity is a good example. It has recently engineered a new lease of life for itself by introducing jigsaw puzzles with company logos painted on them. The chief plus of puzzles is that they are light, easy to send by post and fit neatly into flat packs. The same applies to W. E. Smith which has recently clinched deals with the Milk Marketing Board, British Airways, Findus and Boots.

Many of the more experienced premium users are turning to books as a means of encouraging sales. They are being used more and more by

premium houses partly because of their wide price range and partly because of the facility of always being able to find a book relevant to any product category. Certainly, WHS for one, is staking its faith on tailoring premiums to the products being sold: like gardening books to promote garden tools and fancy cook books alongside new freezers.

Telephone

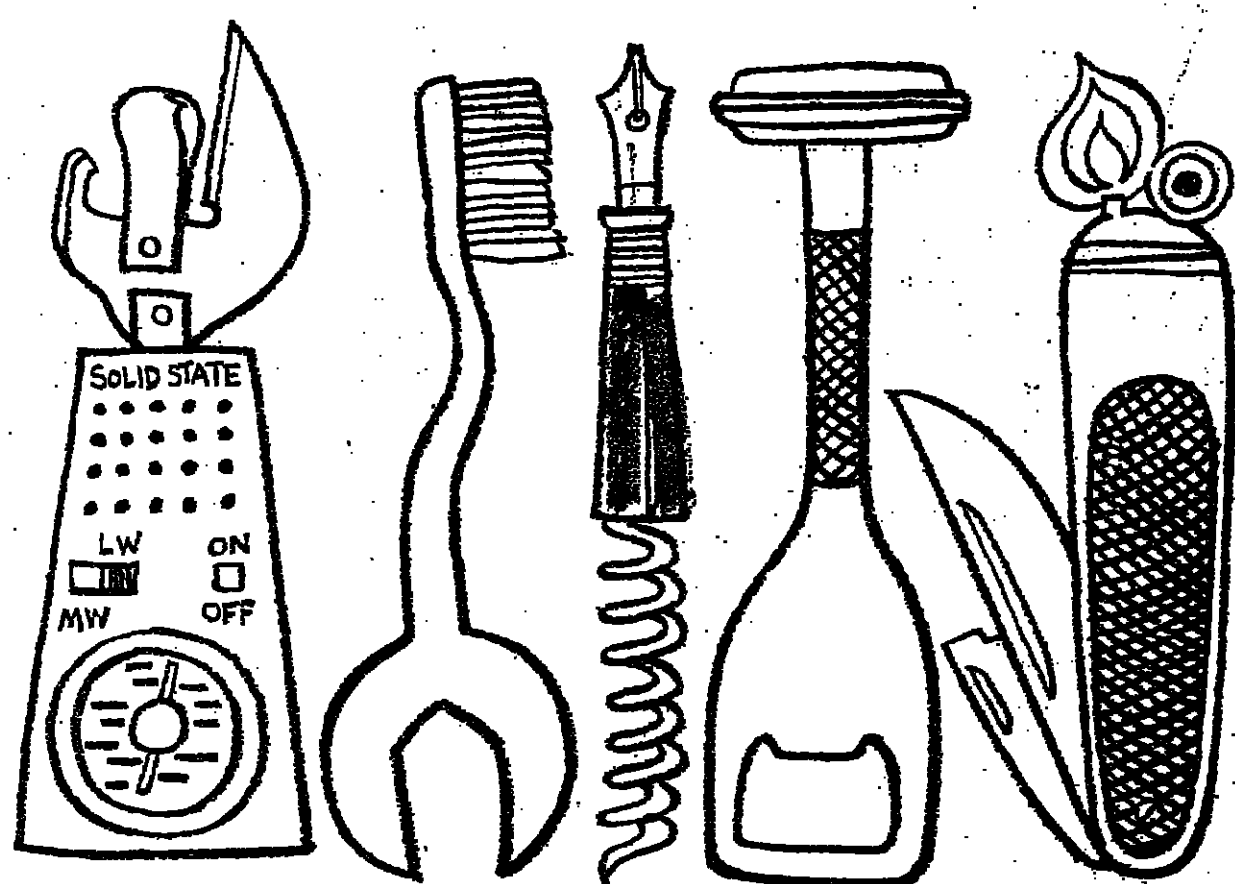
The same sort of originality is being shown by the London-based Darper Manufacturing who is actively promoting its Telephone Companion, this year's BAGDA "Gift of the Year" Award winner. It is simply a message pad that fits onto a standard telephone dial and stays there until it is physically torn away.

Many premium houses are seeing the way out of the present impasse by staking their faith in the North American pattern of using more and more electrical and electronic goods. Indeed, many houses are now actually specialising in electronics premiums. In the U.S., for instance, small pocket calculators have massive appeal with housewives who use them in supermarkets, first to keep a running check on how much they are spending, and second to make sure they are not overcharged at the checkout. Robert Stein of Bishops Stortford-based Four Counties Business Machines Ltd., who has just returned from a visit to New York's Premium Fair, reckons that calculators could take off in this country as premium offers, too. Stein already has a long list of novel electronic goods—they include electronic watches, calculators, digital clocks, desk thermometers and electronic cheque books—which he is energetically promoting to, among others, packaged-goods firms.

It is all very obvious and makes a lot of sense until one talks to someone like Robert Spill, boss of the Tate and Lyle promotions subsidiary at Oxford in Surrey. The sugar company went into the promotions' business four years ago when it decided to use its packs as an advertising and promotional medium.

Such has been its success in making premium offers on the back of its packs that Tate and Lyle now has its own premium catalogue open. "We have looked at thousands of products in our time but invariably we come back to a mere handful, none of which are the slightest bit original—knives, towels, tights. You see, if the demand is there it would be foolish to ignore it. Even if some might accuse us of not being very creative."

Tony Dakin



Stop silly gifts. Put some Beef into your incentives.

Make the break from embarrassing, gimmicky gifts. Switch to INNCEIVES—the sizzling new incentive idea from the Berni Inns Group. They're sure to be a success.

INNCEIVES mean a great evening out for winners (and their families). With a choice of Berni or Schooner Inn meals, complete with all the trimmings and complemented by good wines. They're exchangeable anywhere. Remember there are over 280 Berni or Schooner Inns all over the country. They're versatile.

You can use INNCEIVES as rewards for your own staff or, of course, for customer, retailer, or salesforce-linked promotions. They're troublefree.

Buy any number to any value, sale or return (discounts arranged according to quantity). INNCEIVES are valid indefinitely and can be presented in any way you like. Low distribution expenses too—and we make no handling or service charge.

Interested? Just phone or send off the coupon. We'll come and tell you the whole story. And give you a taste of the difference INNCEIVES could make in your set-up.

To: Martin Grant, Berni Inns Limited,
The Pithay, Bristol BS99 7BW Tel: 0272 297161
More details of INNCEIVES please
Name _____
Position _____
Company _____
Tel. _____

New Innceives—a treat for everyone



Employee

CONTINUED FROM PAGE ONE

offered a record \$500m. in free holidays to encourage that little bit of extra effort from staff. And the fact that they are regularly increasing the incentives by over 20 per cent. a year is evidence that it is working. In Britain about £20m. was spent in 1974, nearly one-quarter more than in 1973. Gillette, Ovaltine, Cadbury, Schweppes, Trebor Sharp and Audi have all recently taken employees, retailers and distributors to some exotic island or other. And firms like Rank Xerox, British Leyland, Lever Brothers, Colgate Palmolive and Burroughs are all very much involved.

One of the main attractions, of course, is that the holidays can be so arranged as to escape tax. This is normally done by setting aside a certain number of hours to discuss business, for instance by organising a mini-conference. And, as with all forms of incentive, the chief

attraction is that they pay for themselves through increased production on the shop floor, increased sales in the shops and through increased sales to the general public. The philosophy, as with all self-liquidating offers, is simple—no sales increase, no holiday.

Travel

Debenhams run incentive schemes to encourage a higher standard of service throughout its stores. Assistants are awarded points which can be taken in goods or in travel prizes. Last Christmas the group ran a scheme, the outcome of which was that a plane-load of shop assistants enjoyed a trip to the Jamaican sunshine, all expenses paid.

Incentive Awards, a subsidiary of Sperry and Hutchinson, did something similar for the Ford Motor Company, encouraging dealers to sell more

cars. The result was a big boost in sales, and a five-day trip to the Caribbean sunshine for 75 dealers and their wives.

Thomson Holidays, who already arrange incentives for a large number of companies, is currently in the process of organising a scheme for one of its sister companies—Thomson Regional Newspapers. TRN is responsible for publishing dozens of newspapers at 15 centres throughout the U.K. and, because of its huge fleet of cars, has become increasingly concerned about the high costs of motor repairs. The plan is to devise a holiday incentive scheme whereby the drivers recording the lowest accidents during a given period will be awarded certain numbers of points, which will then be redeemable against any one of Thomson's holidays. Thomson will be anxious to prove that its own medicine works.

Tony Dakin

PLAYING CARDS

Your advertisement on just one pack of cards will be seen no fewer than a thousand times during one evening's play. Just imagine the coverage with one or two thousand packs!

BACKGAMMON

The ideal self-liquidating or business gift. Complete sets from 50p either standard or with own advertisement. Also Chess, Go, Mah Jong, Dominoes, etc.

Playing Card Publicity Co., 94 Cambridge Avenue, Wembley, Middlesex. Tel: 01-922 4399/3486

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INCENTIVE MARKETING IV

Consumer competitions on the decline



Exclusive special offer at Boots by Revlon.

THERE'S NO point in offering anyone a Rolls-Royce these days unless they can rush round the corner and sell it. What they want are holidays and hard cash—in that order," says Roy Martin, promotional director of M.S. Surveys, one of the leaders in below-the-line promotional world.

Despite these words the contest which has caught everyone's imagination—some rival promotional managers even admit to entering it—is Martin's eye-catching contest with its mouth-watering prizes including a Piper Cherokee Warrior aircraft, a power cruiser and a Lamborghini Jrraco. National competitions like this one don't leave much change from a £100,000 promotional budget, and consequently are thin on the ground. Although research by Harris International Marketing reveal more people are entering competitions, the number of consumer competitions held every year is on the decline, although tailor-made are on the up.

M.S. Surveys' figures reveal 576 contests were dreamed up in 1974 as compared to 334 in 1973. In the first quarter of this year 145 competitions were held as against 164 in the corresponding 1974 quarter.

Roy Martin confidently expects increased contest activity in the drinks and confectionery fields "because of the Budget," which Martini clearly anticipated. He also believes competitions are getting more imaginative, but it is hard to see in what way.

"Win Your Crazy Day-Dream," "Pick The Stars," "£5,000 Find The Sun" are typical of the competition headlines which manufacturers hope will stimulate entries. Trips around the world, Caribbean cruises and cash are still the prime favourites with consumer and trade alike. Martini are offering eight-day holidays in Sorrento for the licensed trade to coincide with their consumer prizes.

M.S. Surveys reports holidays were way out front in the 1974 prize stakes with a total of 109 different holidays offered. Hard

year where the prize winners were offered two weeks' luxury holiday anywhere in the world, Nestlé's Mr. Alan Scaping feels the big national competition is on the wane. He admits entries were down for his national contest. "We use competitions to give us a change in pace and a bit of razzamatazz, but we balance the creativity of the competition against the cost effectiveness of more mundane promotions, and I say give us cost-effectiveness every time. The housewife would rather have 5p off the product. We also feel large contests rather diffuse the impact of our advertising strategy."

Like many other manufacturers Nestlé's favour the tailor-made contests, and at any time have about half a dozen in the running.

entrants, answering one simple question, and sending in six pack fronts before June 30. Cynical promotion experts point out cutting the price would cost Players far more. It's also possible with a record number of entries that entrants might end up winning a few pence. It all hangs on how many enter.

E. F. Macdonald, the company specialising in motivating people, have competitions running as part of an overall campaign for several clients including Esso Petroleum, Conoco and Max Factor. Esso dealers selling the most oil are in line for a week's luxury holiday in Jamaica. Max Factor beauty consultants throughout the big stores, like Harrods, are doing their utmost to achieve a sales target which will net them a £100 travel voucher among other prizes.

E. F. Macdonald use the competition motivator to increase awareness of safety throughout Conoco's plants. For the first time ever the oil company recently reported 500,000 man hours free of accidents. As John Mulford, managing director of E. F. Macdonald points out "this is a non-sales type of activity but a very important one, and growing fast."

Geraldine Hill

Grab

The Alliance Symbol Group run tailor-made every three weeks, their "Rob A Store Competition"—the winner is allowed to keep everything he or she can grab within five minutes was voted a great success in the group's 1,100 stores. £80,000 in prize money sounds quite a hefty sum, and this is what Players Number Six are offering to share among all

cash came next—66—and consumer durables were third. "We tend to think holidays are something of a status symbol," says United Biscuits' Mr. Philip Levine, whose "Tuck Cum Cruising" contest offers Continental cruising with P. & O.

Cadbury's "Pick The Stars" May and June promotion signals a major marketing drive for their six leading chocolate bars in the 18p size. It's a straightforward contest in which a film has to be linked to its theme and film star. A simple tie-breaker has also to be completed. First prize is a highly exotic, two weeks' holiday for two people on which they see a film being made on location, or £5,000 in cash.

Many contests are almost self-liquidating. The cruise line or airline throws in the trips for the publicity, or, as in the case of Cadbury's, records are offered at a fully inclusive cost of £3. Presumably, the firm has got the records at cost.

Despite their "Nescafé World Competition" held earlier this

ABOUT THIS time last year, Spar Vivo was in the middle of a "£50,000 share out" bonanza for its customers, complete with major advertising campaign and loud blowing of trumpets. A year before that Spar was filling the media with news of one of its two Disney spectacles. To-day, however, with a genuine news story to tell customers in the shape of the merger of Spar and Vivo, Spar is contenting itself with a 40p-off coupon for chicken in the Press.

The fact that Spar, historically one of the noisiest promoters in the business, should choose a coupon promotion at this time is perhaps symptomatic of the way many of the major supermarkets are thinking at the moment. As Michael Reynolds, managing director of Spar Vivo, puts it, "now is not the time to indulge in frippery. If they thought we were playing games with them at a time when they are so worried about rising prices."

Not everybody in the grocery business agrees with Mr. Reynolds, but most retailers at least are putting the stress on straight price cutting at the moment, even though there are strong suspicions in the trade that with housewives reeling under the effects of daily rising prices, the effectiveness of 2p-off offers may be diminishing.

Many manufacturers might themselves like to switch their below-the-line spending out of price cutting, but in 1975, it looks like being the retailer who will play the tune. After the disruptions of 1974, caused by product and packaging shortages and the other after-effects of the three-day week, grocery manufacturers now face a more familiar problem: namely selling their products in a highly competitive market.

Biscuits

Consumers at last seem to be resisting higher prices and there are signs of falling sales, particularly in markets like soft drinks and sweet biscuits where prices have gone up far faster than the average for food as a whole. The easing of Government subsidies on products like bread and tea is also having an impact. As a result manufacturers, who last year regarded higher sales as one way of maintaining profit while margins were controlled, are finding it increasingly difficult to achieve their sales targets.

Their problems have been aggravated by the fact that the retail trade has itself been running down its own stock levels. The same factors which have made manufacturers so anxious to clear their warehouses have also been at work at the retail end. High interest rates do not, in other words, encourage anyone to build up stocks.

The reaction of many manufacturers has been to fall back on the traditional way of moving the product—heavy discounting to the big multiple groups with the aim of getting them to promote their products at a cut

price. Retailers, who last year were finding it difficult to fill all their promotional slots with big selling brands, now have a queue of manufacturers waiting to participate and as a result several have increased the charge for entry into their promotions.

Other manufacturers, in an attempt to move their products, are offering delayed credit terms to retailers despite the high cost of money while some are doubling the period during which they are prepared to offer retailers a discount off normal best terms.

Both manufacturers and retailers are at pains to point out that it is wrong to suggest that there is anything like an open battle for power taking place in the grocery market. Both stress that the ultimate aim of both sides must be the same: namely selling the goods. But there can be little doubt that it is the retailer who has the upper hand at the moment. And retailers tend to prefer price cuts to other means of promotion. Why, they ask, should they allow manufacturers to use their shops as a vehicle for launching a promotion, such as a competition, which is also available in 101 other shops, when manufacturers could better spend the money in price cuts which are solely available through their shops?

Manufacturers can argue that price cuts are hardly unique to any one group of shops, but Miss Daisy Hyams of Tesco is

probably summing up the attitude of the retail trade when she says that she prefers pricing such as these come as a rude shock, and not surprisingly HIM itself is recommending other forms of promotion. Geoff Harris of HIM suggests that as straight price cutting has become devalued, so coupons have become more attractive. His latest research shows that around 52 per cent. of housewives now say they like coupons as against 30 per cent last year. Consumers, it seems, find coupons less confusing than flash packs. Similarly, handed packs appear to be welcomed at the moment—a reversal of the attitudes held two years ago.

Argument

The argument is that with prices going up so fast, housewives are losing their ability to make price comparisons and thus to appreciate price cuts. Research carried out by Harris International Sales Promotion has shown that only one housewife in five claims any awareness of price and a third doubt whether reduced price offers are genuine. They feel that they are either a "big fiddle" or transferred from other goods. The same research shows that less than 10 per cent. of housewives make a point of buying reduced price offers and that more than half of the sample claimed that they actually disliked their usual brand being cut.

The HIM research confirms that it is the retailer, rather than the manufacturer, who gets the glory for price cuts. Nearly three quarters of all the housewives interviewed gave credit for the cuts to the shops—10 per cent. even did so in the case of flash packs. With an estimated £350m.

going into price cuts last year out of a total of £845m. spent below the line, research findings such as these come as a rude shock, and not surprisingly HIM itself is recommending other forms of promotion. Geoff Harris of HIM suggests that as straight price cutting has become devalued, so coupons have become more attractive. His latest research shows that around 52 per cent. of housewives now say they like coupons as against 30 per cent last year. Consumers, it seems, find coupons less confusing than flash packs. Similarly, handed packs appear to be welcomed at the moment—a reversal of the attitudes held two years ago.

Geoff Harris also believes that competitions are an attractive proposition this year, particularly those aimed at the increasing band of male shoppers. MS Surveys' figures show: however, that only 145 competitions were launched in the first quarter of this year compared to the same period last year. Again, while few retailers will actually have products which are being promoted by competitions from their stores, most prefer competitions to be tailored to their particular requirements.

But perhaps the most interesting development in below the line spending this year is the long postponed launch of the Bonus Money cross couponing scheme. After more than three years of gestation, the idea has finally got off the ground in the

North of England with a line up of 26 brands, including Homepride flour, Echo margarine and Ono. Advised by Glendinning, which housewives collect in the United States, the 18 participating manufacturers have agreed to mark their products with Bonus money vouchers which housewives collect in much the same way as trading stamps. For obvious reasons the organisers are, however, very anxious that Bonus Money should not be seen as a trading stamp operation and stress that the vouchers are redeemed for money and not gifts.

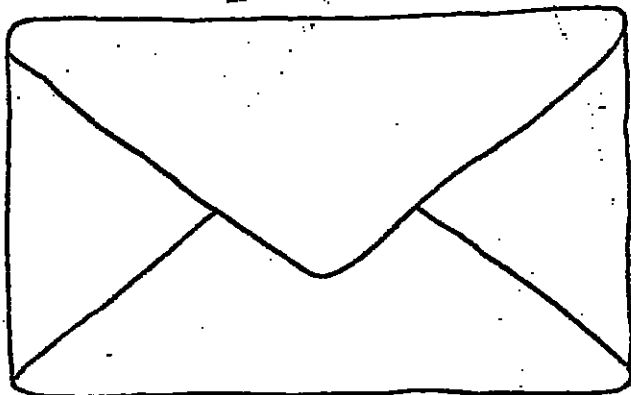
Test

The big question over the success of this scheme is how it will be received in the retail trade. Two retailers in the Yorkshire test market area have refused to stock products carrying the vouchers, and it could well be that if the scheme went national it would meet opposition from other chains.

Not all retailers, however, take such an oppressive attitude towards promotions and most would accept that they can play a valuable part in building sales. Indeed, there is a strong body of opinion that says that in dreary economic times such as these, the only things which are going to make shopping tolerable for the housewife are the promotions.

Elinor Goodman

The inexpensive pack



for the inflation-proof premium.

It's nice to be able to plan a promotion knowing that, whenever you order, the cost of your premium won't have gone up.

And that's only one of the advantages of choosing EMI Record Tokens for your incentive.

Consider some of the others—

EMI Record Tokens appeal right across the board.

They're exchangeable for records, cassettes and cartridges at over 5000 record shops and stores.

Their unit values are 50p, £1, £1.50, £2, £2.50 and £5.00 or combinations of these.

Their incentive value is unlimited.

EMI Record Tokens

Get all the facts from Barbara Braddick, EMI Record Token Centre, 1-3 Uxbridge Road, Hayes, Middlesex. Tel: 01-561 8722.



A Sheaffer says a lot about you, And your company.

As a business gift or as an incentive, a Sheaffer makes a superb impression. You can choose from the whole White Dot range of writing instruments, which can be personalised by over-pressing, hot-stamping or engraving to your specific requirements.

Alternatively, choose from the impressive selection of unique desksets, complete with a name plate for engraving.

A Sheaffer says a lot about you. And your company. For more information, complete this coupon.



SHEAFFER

To Data Telephone Directory for Co. May send Address Home Telephone from 1974 Tel. No. Home Telephone 5411 Please send no more than 1000 words for Sheaffer products.

NAME _____ POSITION _____ COMPANY _____ ADDRESS _____



Bill for safer medicine bottles

A BILL to protect young children against the dangers of easily-opened medicine containers was given a formal first reading in the Commons yesterday.

Introducing her Child Protection (Medicines) Bill, Mrs. Jill Knight (C. Edgbaston) said that there had been an informal recommendation that chemists should adopt a child-proof system for fastening the tops of tablet bottles.

It had been discovered however, that many chemists "could not possibly find enough space for the new tablet bottles." They would be extremely expensive anyway.

Mrs. Knight claimed the Government must have legislation for all tablets dangerous to children to be put in child-proof containers.

Unless something was done to introduce child-proof bottles, the chemical industry and the drug packaging industry were about to adopt their own way of marketing drugs in containers which were not easily opened by children.

Crosland sympathy—but no extra loans subsidy

THE GOVERNMENT would not find an additional subsidy to aid local authorities whose mortgage rates were above 11 per cent, Environment Secretary Mr. Anthony Crosland, told the Commons yesterday.

He was replying to Mr. George Cunningham (Lab. Islington S. and Finsbury) who claimed it was unacceptable that building societies had an abundance of money for lending at gross rates of 11 per cent, while local authorities had to pay half as much again on money they borrowed for building.

Mr. Crosland said: "The crux of the difficulty is the problem of local authorities whose mortgage rate is above 11 per cent—about 50 of them in total."

"This problem has troubled me a great deal but I regret that without having an additional subsidy, which I am not prepared to do, there is no way I can help the authorities concerned."

Rhodesians must seize this chance for peace—Callaghan

BY JUSTIN LONG, PARLIAMENTARY CORRESPONDENT

ANNOUNCING the proposed Ministerial mission to Rhodesia, Mr. James Callaghan, Foreign Secretary, yesterday gave a blunt warning in the Commons that the last opportunity might now be at hand for Rhodesians to reach a peaceful settlement.

Mr. David Ennals, Minister of State, Foreign Office, who will undertake the mission later this month—the precise date is still to be settled—would have discussions with Mr. Smith, with African National Council leaders and others concerned, said Mr. Callaghan.

Outlining the urgent purpose of the mission—to pave the way for the constitutional conference the Government regards as essential—Mr. Callaghan stressed that the looming alternative to a peaceful agreement must inevitably be violence.

"It is up to the people in Rhodesia to seize now what may well be their last chance to settle their differences and determine the future of their country without resort to further bloodshed," said the Foreign Secretary added.

"It is the last chance, too, perhaps to secure a future in which all races, black, white and coloured, have their place. The Government is ready to do all it can to help them do this. But the basic opportunity is theirs."

New efforts

With almost unanimous support from both sides of the House for the Government's decision to spur new efforts for a solution, Mr. Callaghan said he believed and



Mr. David Ennals... going to Salisbury.

hoped that both Mr. Smith and the ANC were ready to discuss substantial matters such as the problem of the franchise at their intended future meetings.

He had urged all concerned to do so. "And lest there be

any doubt, I should like to state quite clearly now that it is my intention to convene a constitutional conference as soon as it is possible to do so," he added.

Questions about the timing and manner of the conference would be matters Mr. Ennals would explore during his mission to Salisbury. He would also be visiting Pretoria.

The U.K. Government was not setting a deadline for the holding of a conference, Mr. Callaghan pointed out. "But a start must be made before it is too late."

Disapproved

If the talks between the African leaders and Mr. Smith seemed to make no progress the Government was ready to step in and help, the Foreign Secretary told Mr. Reginald Maudling, who pledged Opposition support for the efforts to find a solution.

Only Mr. Arthur Bottomley, who was Commonwealth Relations Secretary in a previous Labour Government, disapproved of U.K. intervention. Africans and European Rhodesians should solve these problems for themselves, Mr. Bottomley maintained. But Mr. Callaghan disagreed.

At the end of the day, Rhodesia was still a basic responsibility of the U.K. Government and of the Commons, he said.

And he agreed with the Liberal view put by Mr. David Steel that the danger now was from extremists of both sides. Rhodesia was approaching a watershed, the Foreign Secretary suggested, and it might be only a matter of months before the extremists made a peaceful solution impossible.

He assured Labour backbenchers that the six principles the Government had always upheld for Rhodesia still underlay the new effort.

On the question of assistance to Mozambique over the implementation of sanctions, Mr. Callaghan said the Government had indicated to the future leaders of Mozambique, who would be taking over the Government there on June 25, that the U.K. was ready to make available a generous programme of development assistance.

The purpose of this would be to help them circumvent economic problems which would arise from Mozambique's application of sanctions against Rhodesia. The aid would be provided under the auspices of the U.N.

Constituents 'justifiably aggrieved' but...

Commons debate on Stonehouse could be prejudicial, says Short

BY JOHN HUNT

THE ANNOUNCEMENT that today's Commons debate on a motion to expel John Stonehouse, the Labour MP for Walsall North, will not take place received a mixed reception in the Commons yesterday.

It was welcomed by Mr. Enoch Powell (U.U., Down S.) but criticised by Mr. Bruce George, Labour MP for Walsall South, the neighbouring constituency to that of Mr. Stonehouse.

Mr. Edward Short, Leader of the House, said that the Government was aware of the strength of feeling about the fact that Mr. Stonehouse was able to retain his position, privileges and salary "despite what many considered to be his clear abandonment of his Parliamentary duties."

There was also the question of the effective lack of representation for the electors of Walsall North. Mr. Stonehouse's constituents justifiably felt extremely aggrieved, said Mr. Short.



Mr. Bruce George, MP for neighbouring Walsall S., said: "Mr. Stonehouse appears to be winning hands down."

Charges

The Government noted that Mr. Stonehouse had ample opportunity to return to the U.K. and attend the House since he was first invited to appear before a Select Committee in January. But it also had to take account of the fact that criminal charges were pending against him, in-

cluding charges of forgery, theft and fraud.

The Government had been advised that to proceed with the debate at this time could be prejudicial to the conduct of any subsequent legal proceedings against Mr. Stonehouse. Discussion in the House could be held

to be prejudicial to public attitudes against him.

There was also the fact, said Mr. Short, that Mr. Stonehouse had been moved to the psychiatric ward of Pentridge Prison, Melbourne. This must, he said, cast doubt on his mental condition. Taken together, these two considerations were decisive.

To some cries of agreement, Mr. Powell told the House that it would have been intolerable to proceed against a member in circumstances where he had not even been tried, let alone found guilty. The Government decision would be received with relief by all who had the good name of the House at heart.

Mr. George then rose to say that many sympathised with the deteriorating condition of Mr. Stonehouse. But they should also express sympathy for the 71,500 constituents of Walsall North who had been unrepresented for seven months and might be unrepresented for a further 12 months.

Mr. George called for the situation to be resolved. He declared that in the confrontation between the absent MP and the House, Mr. Stonehouse seemed to be winning "hands down."

Mr. Short paid tribute to Mr. George's work in representing the constituents of Walsall North.

Mrs Hart fears 'first stages of catastrophe' for Labour

IN A PERSONAL statement to the Commons yesterday, Mrs. Judith Hart, who lost her Overseas Development Ministry job in the Government reshuffle, said: "I fear we are witnessing the first dangerous stages of what could prove to be an historic catastrophe for the Labour party and movement."

Traditionally, there can be no debate or questioning of a personal statement.

Mrs. Hart began: "Frankly, I can see no reason for the Prime Minister to sack me from my Ministry. Despite her recent anti-market activity, she would have enjoyed the opportunity to develop her policies with her colleagues in the EEC."

"It is a real sadness to me that I can no longer continue my work at the Ministry of Overseas Development."

Mrs. Hart said that she had devoted her time to the interests of the third world in Opposition and in Government.

She added: "I have a White Paper draft as I told the Prime Minister on Monday, which I hope will see the light of day."

As MPs who had never been faced with a decision about resignation would know "it is never simple."

"Judgments of this kind are immensely serious and they

reflect inevitably a mood of anxiety and concern. One is driven over the edge of the abyss not by the specifics of a situation but by its political context."

"I fear we are witnessing the first dangerous stages of what could prove to be an historic catastrophe for the Labour party and the Labour movement."

Mrs. Hart added: "If I am right, it is a catastrophe which must be prevented. The City, the CBI and the Conservative Party have served notice on the Government that it must sacrifice the industrial policies on which it was elected. She had played its part in shaping these policies."

"Socialism must always be relevant to the problems of our nation and people."

"We face great economic problems as a nation. If the Government seeks to solve them by capitalist methods and I trust it will not do so, and abandons its Socialist policies, it will fail to resolve the economic crisis and betray the Labour movement."

Nevertheless she promised she would support the Prime Minister, and the Government, and would work for the Labour party, the Labour movement and the third world.

She left Government "with no

bitterness and no rancour."

"Policy and political philosophy always matter a great deal more than individuals. I have tried to make my statement today in concern for my party and its policies."

Spending by councils above target

LOCAL GOVERNMENT spending increases this year were likely to be above the 4.25 per cent set by the Government but nothing like double, Environment Secretary, Mr. Anthony Crosland, told the Commons yesterday.

The Minister said he had made clear to local authorities that to the extent they overran agreed increases this year, they would be worse off next year.

He told Mr. Nick Budgen (C. Walsworth, S.W.), who had already issued, or was issuing, the circulars needed to ensure that every authority is clearly aware of the inevitable restraints on local authority expenditure.

Mr. Budgen feared that unless local government spending was curbed now this country would tip over the brink into hyperinflation.

Mr. Crosland said that the increases of previous years could not continue in present economic circumstances.

Radio Lords could be next

THE BROADCASTING of Parliament would be extended to the Lords if the present experiment in the Commons proved successful, Leader of the House, Lord Shepherd, told peers yesterday.

He said there were no arrangements for an experiment in the Lords but the experience of the Commons would be watched with interest.

Lord Harnar-Nicholls (C.) said the broadcasts from the Commons had come across as a "rabble-rah" without the balancing factor of atmosphere to keep the dignity of Parliament.

Lord Shepherd: "You are entitled to your own lonely voice in this matter but my understanding is that the experiment has so far been well received."

Labour needs our help, says Tory peer

THE LIBERAL proposal for an "inflationary tax" was clearly something which the Government must consider, the Leader of the Lords, Lord Shepherd, told peers yesterday.

But in a debate on the economy, Lord Shepherd ruled out a coalition in the present circumstances. A coalition of political leaders was "nothing without a coalition at the grass roots of all parties, he added."

Opening the debate, Lord Byers (L.) said that to criticise recent extremely high pay settlements was to be accused of "union bashing." But it could not be denied that settlements of 35 per cent were grossly inflationary. There was no alternative to a incomes policy — something stronger than, and in place of, the social contract. This should limit increases to 10 per cent to 12 per cent across the whole band of average earnings, and much less in the higher bands of income.

Although he was not calling for a coalition, Lord Byers said: "My proposal is that we should seriously and urgently attempt to identify the relatively few major issues on which we could obtain the broadest across-the-board support, organising a broadly-based campaign to bring home to the public what has to be done."

The first diagnosis was that inflation at its present rate spelled economic suicide. Even more important, our rate of inflation invited totalitarianism of one form or another.

An all-party, all interest forum was needed at the highest level, to outline national priorities.

Suffer

One possible forum was the National Economic Development Council but the impression was that it was "pretty ineffective." It could be reconstituted with members sympathetic to the need to make private enterprise work and to conquer inflation.

The Earl of Gowrie, for the Opposition, said that the Government had had help and co-operation from the Conservative and Liberal parties on the Common Market and should now seek similar help and co-operation in the battle against inflation.

At the present rate of increase, an unemployment figure of two million was likely by the end of next year. The British people would suffer directly because of the downturn in our national fortunes with everyone becoming a lot poorer.

The presence of the former Industry Secretary (Mr. Benn) at the Department of Energy would have the same effect on the confidence of our overseas investors as his presence at the Department of Industry had had on the confidence of the British business sector.

Improve

If the Government wished to avoid a statutory wages policy, it must abandon the bulk of its programme. If it wished to retain the programme, it must resort to the law over wages.

"I do not envy it that decision. I think the former course would do the job more swiftly and less divisively."

Lord Shepherd said that the U.K.'s record of unemployment compared favourably with most major competitors and although the number of people out of work was likely to reach 1m by the end of the year, the situation should improve with the expected recovery of world trade next year.

There were good prospects of significantly reducing the borrowing requirement next year, but our current rate of inflation was twice that of almost all our major competitors.

"There is no doubt that this is now mostly due to wage and salary increases which are rising substantially faster than prices and the results are now beginning to come through. We cannot go on in this way."

Calls for a coalition were not only irrelevant but dangerous. A coalition in peacetime was basically a recipe for weak government and this was a time when strong measures were called for.

Discussions between the parties on solutions to our economic difficulties could not be papered over by a false coalition.

Lord Shepherd added that he had some sympathy for the calls for a continuation of the sort of co-operation that had been seen in the referendum campaign, provided that it did not entail the discarding of basic political beliefs.

Coalition

Lord Harnar-Nicholls (C.) intervened to say that many people would be disturbed to hear the idea of a coalition being rejected so completely.

Lord Shepherd replied that he was only ruling out a coalition in present circumstances. A coalition of political leaders was nothing without a coalition of the grass roots of all parties.

The Government was ready to listen to constructive suggestions and the Liberal party's idea of an inflation tax was clearly something the Government had got to consider.

Lord Shepherd said: "The social contract, we admit, has not come up to expectations but those who sneer at it should try to find something to put in its place."

"We all, together, need to find ways and means by which we can help. If I have any criticism, politically, it is that to-day we are dominated by the media and react too quickly in some new statement, idea or policy. What is needed is sober thought and discussion."

Advertising and Denehy for Lintas

TIM Denehy, the deputy managing director at Hobson Bates, moves to another big international advertising agency next month when he takes over as chairman of Lintas, London. Lintas has been without a chairman since Steve Dybowski left last year. At the same time, Denehy, who is 45, and who will be effective chief executive at the agency.

Zuberli's short assignment in London was designed to give him experience, and to enable him to continue the relationship at the agency which has slimmed it down to 190 staff against 300 of a couple of years ago.

ROYDS in Manchester has been formerly media director collected all the advertising business of the R and W Group, becoming the managing director of the agency. The company is Manchester-based and has used the agency to handle the advertising of the past. The company has used the agency to handle the advertising of the past. The company has used the agency to handle the advertising of the past.

THE Cresta chain of clothing shops, part of the Debenhams group, has chosen Gordon Proctor and Partners to handle its advertising. About £100,000 will be spent, with the aim of broadening the appeal of the 73 shops to younger shoppers.

RCA Records and T. Richard Johnson have parted company after four months. The agency was appointed to give a new direction to record advertising but personnel changes at RCA have caused a re-think.

BONUS Money, the cash for on-pack vouchers scheme, being run by the Yancoyale TV area, has added Pinrose Chopped Ham with Pork to the other 25 brands taking part. Cadbury's, Pedigree Petfoods, Robertsons, RHM, and Crowsfoot are among the companies involved. As an added incentive to housewives, 1.4m. homes are to receive vouchers worth 1,100 Bonus Money points.

SIGNS of the times at the London office of Howard Panton. The agency was bought two years ago by the Scottish based R and W Group, and now the accounting function is being moved to Edinburgh. There are some redundancies in London, and Bob Panton, Jim Knight and Mike Thame have resigned. Malcolm

department.

Two new directors at Yancoyale and Rubicon are Mike Towns and Brian McEvoy, the former being media director and the latter manager of the accounting department.

Malcolm

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Editor: Anthony Huxley.
Contributors: John Brookes, Robin Lane Fox and Arthur Heflyer, MBE, FLS, VMH, AHRHS.



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The Marketing Scene

Radio now sounds better

BY ANTONY THORNCROFT

JOHN Whitney of Capital Radio said this week that the station does not intend to increase its advertising rates even though a research study by RSGB showed that Capital's weekly audience had risen by 1m. listeners since the autumn. RSGB gave the Capital weekly audience as 3,675,000, representing 37 per cent of the weekly London radio audience as against 52 per cent. listening in to Radio One, 41 per cent for Radio Two, and 36 per cent for Radio Four.

Capital is using the better listening figures to fight daytime TV, still the first choice of the lucrative packaged goods manufacturers. Whitney reckons that it costs 51p to reach a 1,000 housewives on Capital during the daytime on weekdays, as against 160p on Thames TV. This makes radio roughly a third the price of TV, the target that media directors were hoping for when the medium started operations over 18 months ago. Capital claims that it costs about 23p to reach a 1,000 adults on the station, with little variation at any time.

The London commercial stations have had their problems but the better listening figures are pulling in the advertisers, and the Referendum vote has also helped in the past week. Whitney expects Capital to be a third up in revenue terms this summer compared with last, and income is £100,000 above target, making the station confident that it can attract over £2.5m. this year. For June, 58 per cent of the 6 a.m. to mid-day spots are already taken, and in April alone the station claimed 116 new advertisers. One interesting customer is Bechams, which is launching a new drink, Twist, solely on Capital Radio.

More audience figures were forthcoming this week, this time from Radio City in Liverpool. The listenership is very similar to Capital, with 35 per cent of the potential audience of 2.4m. tuning in during the week. But Radio City claims a higher number of hours listening, 12.1, which is the same as Clyde, probably the most successful commercial station in the U.K.

Elsewhere in the provinces Swansea Sounds is staging an unusual first later this month—the first five minute long radio commercial. It is for Polywell and on six successive Saturday mornings DIY problems will be answered on air in a five minute information service. Prior trailers will encourage listeners to send in queries and the contributor of the star letter will qualify for a cash prize. The campaign, created and booked by Lintas, will cost just £564.

ADVERTISING AGENCIES

No mid-summer gladness

BY ANTONY THORNCROFT, MARKETING EDITOR

LIKE the poetic description of the sickness of Edward VII, the sickness of the advertising industry in the past six months "is no better; it is much the same." There are agencies like Collett Dickinson Pearce where managing director Frank Lowe is "less depressed than I was at the New Year," and through new business expects billings to rise by £2m. this year to at least £19.5m.

On the other hand, and more typically, there are agencies like ASB where director Julian Wallisley hopes to maintain billings at last year's level but can't see anything but reduced profits because of the rise in costs. Perhaps the situation of advertising agencies at mid-1975 is best summed up by James O'Connor of the IPA who takes monthly soundings on the state of the industry and reports that income is a bit better than a year ago but profits are worse than last year.

Billings are indeed higher than in the first half of 1974 but this is a false comparison with a temporary crisis situation. Compared with 1973 advertising revenue is only about 5 per cent greater, scarcely enough to cover a rise in operating costs which Simon Broadbent of Leo Burnett reckons at 40 per cent. Very few agencies will make much of profit this year. The largest, J. Walter Thompson, hopes that by maintaining the 12 per cent rise in billings in the early part of 1975 it will be able to duplicate the trimmed down profit of 1974.

Less successful agencies are remorselessly sacking staff, or not replacing natural wastage, in the hope of keeping out of the red—for staff account for over 60 per cent of costs and are the obvious area of saving. The trimming down of staff has been done discreetly and is most apparent in applications for jobs. Allen Brody Marsh, one of the really successful agencies of the last year with billings doubled to £57m., recently advertised for an account manager and received 140 replies—four times last year's average response.

Last September IPA member agencies employed around 14,900. In itself a sharp fall from the 22,000 of a few years earlier. Now the payroll must be nearer 13,000. And it often the middle senior ranking executive in his late thirties and earning around £8,000 who is out of a job. As a result British agencies suddenly look much more efficient, with a staff to billing ratio in the best-run companies of around 4 or 5 for each £1m., not far behind the U.S. optimum of 2.5 per £1m.

Some advertising agencies used consciously to operate with surplus staff in order to offer clients a better service in an emergency. Those days are past for ever, and the trimming down in the



John Lindsay-Bethune, of J. Walter Thompson, and Dr. Simon Broadbent of Leo Burnett

account teams, or the loading of more clients on to them, has necessarily changed the nature of the advertising business. Campaigns are produced much more quickly and there is less attention paid to advertising research. This summer there seems to be a spate of old TV commercials on television.

The more direct approach to advertising with few frills is to some extent forced on the agencies by the reluctance of advertisers to commit money. As John Lindsay-Bethune, managing director of JWT, says: "The whole nature of the business has changed because clients are holding back money and you never know for the month before what billings will be."

Cash flow

This plays the devil with what has traditionally been the weak spot for many agencies—their cash flow situation. They are being pressurised more and more by media for quick payments, and they dare not hold back, while clients are notoriously slow payers. To-day it is not uncommon for managing directors of small agencies to actually go and collect a cheque from an advertiser, the method adopted by George Pinous of Carl Ally.

In the past agencies were reluctant to pressurise clients too much in case they lost the account. Now they realise that they must take a strong stand or go out of business. Agencies are also being careful about the advertisers they work for. One agency, Aquarius, went into voluntary liquidation last month because of a £47,000 debt incurred on behalf of a client which was wound up. The IPA is hoping to persuade the media to follow the lead of one or two radio stations and regional newspapers and offer agencies the carrot of a discount for quick payment in addition to their use of the premiums stick on slow payers.

By reducing staff, by keeping salary rises to around 10 per cent, by cutting entertainment expenses to a minimum, by

studying plans for rationalising media research (which Simon Broadbent reckons could save the industry £1m. a year), by sometimes making do with last year's campaigns, some agencies have managed to keep costs down to less than 20 per cent. But even this hardly meets the situation of a minimal rise in billings.

The alternative is to ask advertisers who are spending less than they forecast at New Year for fees so that the account teams can be held together and the agency survive. The fees bandwagon has gathered great strength this year and Jim O'Connor has given it tacit IPA blessing by concentrating on the revenue of agencies in its researches rather than the traditional billings. The obvious problem, of course, is that advertisers are also suffering a profit squeeze and many are reluctant to pay their agencies more cash. The big advertisers are well aware that the agencies did very well out of the commission system in the fat years so why should they not suffer a little now?

So the overall situation for agencies is patchy. Nine of the top ten agencies are U.S. owned, or have strong American links (the tenth CDP seems healthy enough) so their future is secure, even if 1975 profits take a dive. It is in the next category that there could be problems. Lindsay-Bethune says "I do not see how there will not be bankruptcies and mergers in the next 18 months if current conditions continue," and Simon Broadbent is equally gloomy: "I was more optimistic about things at the New Year. American companies see this depression as part of a cycle and are prepared to advertise for the up-turn, but many British advertisers regard it as a change of a more fundamental nature and are conserving their resources."

Charles Saatchi of Saatchi and Saatchi is also worried by the caution of companies. "There are not many new product launches. Everyone is holding back and not taking the initiative with competitive products and new brands." On the agency side he reckons that "most agencies will be grateful to make the same profits as last year."

For most this will be a pipe-dream. There may not be too many mergers—agencies know from experience that there is little to be gained from taking over a sinking ship. And small agencies, with low overheads, can just about slide along if their clients stay in the black. It is the middle sized agencies who

consumed their accumulated reserves last year and carry large overheads, that face the problems, especially if they are due for a rent review.

Finland

At least the problem is not confined to the U.K. SSCB-Lintas has asked its overseas agencies to think about the future and only in Finland among the European countries is advertising expenditure expected to rise faster than the GNP in the next five years. It does seem that a deep change has overtaken the advertising industry in the past eighteen months and that the period of uncertainty has an indefinite future. In a way this is just the confirmation of an established trend since in recent years advertising expenditure has grown much more slowly than prices generally.

Prospects for the autumn, the peak spending time, are obscure: some companies want to advertise their way out of trouble, others are still over-cautious. In a buyer's market it does seem that the media will be reluctant to increase prices to cover extra costs so all in all the depression in advertising could last well into 1976, and the advertising agencies that emerge at the end may be different both in number and in structure to the lotus eaters of as recently as 1973.

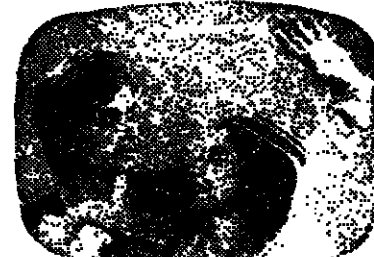
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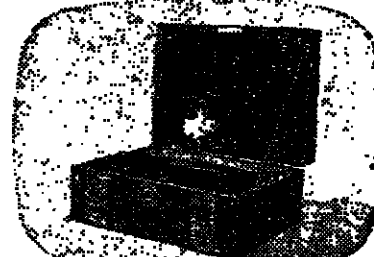
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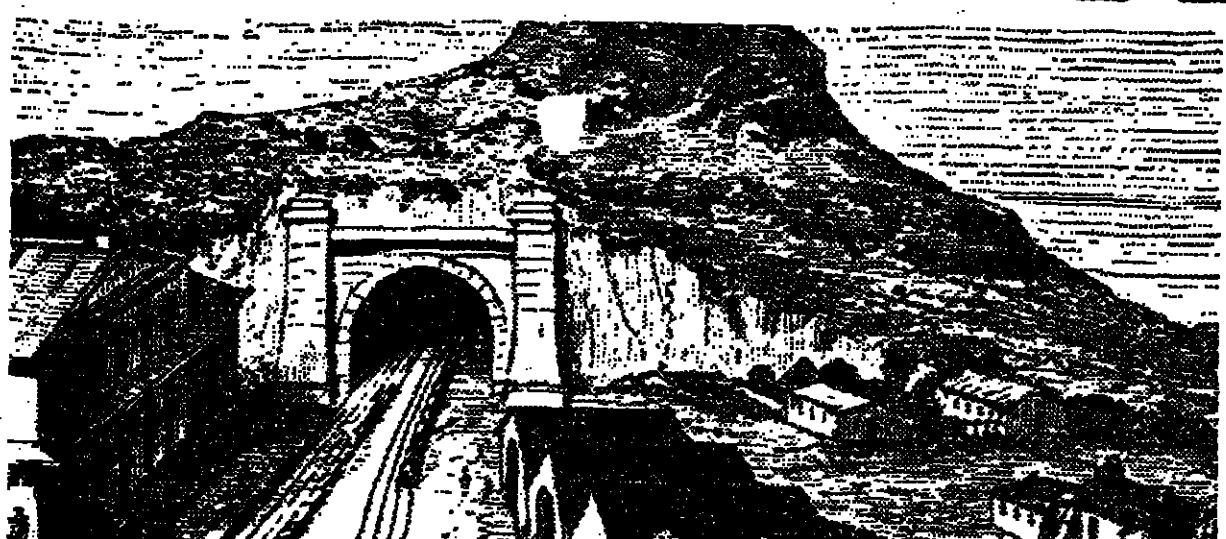
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THURSDAY, JUNE 12, 1975

Summer of our discontent

NOW IS the winter of our discontent made glorious summer: and the economic crisis is attracting far less popular hysteria than it did in the blustery days of May. This is just as well, for a clamour for instant remedies has never produced sound policies; but the disturbing evidence continues, if less noticed, that we are near a decisive turning-point. The growing nervousness of the foreign exchange markets, strongly evidenced again yesterday, draws attention to the ever-present threat which has haunted British policy at every critical moment since the war; and reports that the TUC regards as flat-rate increase equivalent to a further 20 per cent. rise in basic rates as moderation is grim evidence of inflation psychology.

Turning point

The time left for the Government to restore some faith in our currency, at home and abroad, is clearly running out; yet the irony is that time, if the Government can find enough, is in many ways on the Government's side. The Chancellor's belief that the rate of inflation is now nearing its peak has a good deal of evidence to support it: the forecasts of the National Institute, though out of date and in many respects implausible, suggest as much, as do several other independent forecasts, and the evidence of wholesale prices and input costs shows the first very tentative sign of a turning point.

The actual economic outlook is almost certainly for a very much sharper recession than the National Institute has forecast, and the experience of other countries is that a sharp recession does dramatically reduce the rate of inflation. The very fact that the TUC is trying to be moderate, and that some individual leaders and unions have recently been downright sensible, shows an improving mood. The Government's prime task must be to create enough time for these helpful trends to confirm themselves and begin to produce results. That means sustaining confidence.

The efforts now going on inside the Government to get

the public sector financial deficit under control by planning cuts in real expenditure will not, in the normal routine, produce any final decisions for some months. The temptation to search for some more immediate and dramatic gesture, and preferably one which meets the public demand for consensus, could now prove a dangerous one. Part of the summer is to be spent in talks with both sides of industry in an effort to produce some new anti-inflationary agreement: all past experience suggests that such agreements can only be bought at a high cost in demand inflation, and have hardly ever produced any lasting value for the price paid. The real challenge to the Government at this potential turning point is to face up to its responsibilities not as a negotiator, but as an employer. The National Institute estimates that if the Social Contract has been fully enforced, the present rate of inflation would be 12 per cent.—half what it is, and only a little worse than in competing countries. Most of the biggest breaches were in the public sector: the Government agreed to them.

Militancy

This is what must now be changed. Recession has already hardened the determination and increased the bargaining strength of private employers: in many cases the union side is beginning to show a sensible understanding of the situation. In a few disputes strikes have been fought and largely defeated. On the other hand the illusion of job security in the public sector has led not to restraint but to militancy, which feeds on the money used to buy it off. Firm policies leading to effective restraint in public sector pay would do more than anything else to restore order to the Government's finances, protect employment, and restore confidence. If Mr. Wilson's reshuffle had left a firm hand rather than an empty chair at Transport, which faces the most immediate challenge, it might have been read as a sign of determination. The message from the currency market is that the risks of weakness now far exceed those of standing firm.

The priorities for industrial policy

THE Prime Minister's decision to replace Mr. Anthony Wedgwood Benn with Mr. Eric Varley will come as a relief to most businessmen. It had become difficult for them to work constructively with Mr. Benn, and since many of his civil servants were in the same position, the effectiveness of the Department of Industry was being steadily reduced. Industry's main concern, however, is with the content of the Government's industrial policy, as expressed both in legislation and in the day-to-day decisions of the Department. No one supposes that the commitments in the Labour manifesto—nationalisation, planning agreements and the rest—are about to be abandoned, however irrelevant they may be to the economic situation. But it is reasonable to hope that they will now be interpreted and applied with more realism and more understanding of industry's needs.

Industry Bill

The immediate issue is the Industry Bill, where, in forthcoming talks with the CBI, the Prime Minister must clear up the confusion created by the Bill itself and by suggestions that a second White Paper may shortly be issued. Even after nearly forty sittings of the Standing Committee on the Bill there is great uncertainty about the purpose of planning agreements (are they to help the Government's economic planning or are they a device for imposing worker participation?) and about how they will work.

The handling of the Bill will be one test of the Government's attitude. But there is the wider question of whether Mr. Wedgwood Benn's highly personal approach to industrial problems—his passionate concern with democratic control, his over "de-industrialisation," his desire to preserve existing jobs in existing locations—will give

Applications for State aid—and action—to combat dumping in the U.K. are increasing Rhys David reports

Anti-dumping's obsolete rules in a year of recession

AN ANNOUNCEMENT of a new anti-dumping investigation which appeared in the Government publication Trade and Industry recently gave the first hint that all was not well with the manufacturers of battered onion rings in Britain. For it is not only cars, textiles, electronics, and other major industrial sectors which are currently facing problems. The onion ring manufacturers, like the makers of louver doors, and of chipboard, among others, have all been making out a case to the Government in recent weeks for help. There has been a big increase lately not only in requests for State financial aid but also for action against what a number of industries see as dumping in the U.K. market.

From only a handful of cases in 1974, the number now being processed by the Department of Trade has shot up this year, with applications coming from all branches of industry. Though the Department will not say how many cases under review it has on its books, the figure is believed to number several dozen. Apart from onion rings which, appropriately enough, the Spaniards are alleged to be dumping, acrylic yarns, television tubes, timber products and mouldings have been included in submissions by hard-pressed U.K. manufacturers. It is not only the producers of standard components or fairly simple products which have claimed to be affected. Faced with the loss of 40 per cent. of the domestic market to imports, the Society of Motor Manufacturers and Traders, representing the U.K. motor manufacturers, have been claiming that the Japanese have dumped cars into Britain.

Duty only on one product

While the recession—like the last somewhat smaller downturn in 1972—has produced a surge in the number of applications, securing imposition of a duty has not been so easy, as industry has discovered. So far this year duty has been introduced on only one product—louvre doors—and that was the first duty to be imposed for several years. Although, in part, this reflects the fact that the applications have only recently begun to build up, it is doubtful whether many industries will be as fortunate as manufacturers of louver doors in obtaining this form of help.

For although Mr. Harold Wilson, in his statement on textiles to the House of Commons last month, drew attention to the anti-dumping rules, and promised vigorous protective action for textiles and other



The humble—but delicious—battered onion ring is the latest object of an anti-dumping storm in Britain: manufacturers claim that Spain is dumping them here and has asked for Government help.

industries that could provide evidence of dumping or of subsidised exports or other forms of unfair trading, there are a number of reasons why the existing anti-dumping regulations cannot offer the quick solution which industry would frequently prefer.

First, in determining what is or is not unfair competition—the dumping duties should be introduced—Britain and its main trading partners are bound by obligations under GATT. In addition, Britain's area of jurisdiction is limited by membership of the EEC, which has already assumed responsibility for policing dumping in the six original member nations. From the middle of 1977 anti-dumping applications in Britain will be similarly handled in Brussels, but until then, under the transitional arrangements negotiated on entry, the U.K. can handle cases where imports from outside the enlarged EEC are concerned, and where British and not EEC-wide interests are involved. The EEC Commission is already responsible for complaints about dumping where products originate in other EEC States, or where the interests of a Community industry, or goods subject to the Common Agricultural Policy are involved. From the end of 1977 there will be no provision for

taking anti-dumping action against other member States, as the Market will then be regarded as one.

Thus under the present arrangements the U.K. acrylic spinners, who first complained of the dumping of Far East yarn in November last year, have been pursuing their claim in conjunction with European spinners in Brussels, because the imports have been creating a Community problem. But even where complaints—for example, in the case of television tubes—have mainly domestic implications, the Department of Trade's freedom of manoeuvre is limited by the GATT regulations which lay down the three criteria which have to be satisfied before action can be taken. The Department has to establish that dumping or subsidisation is or has been taking place, that it is causing or threatening material injury, and that the imposition of duties would be in the national interest.

Evidence of dumping

The problem for industries which want action to be taken swiftly is that to establish a case on these grounds can hardly be done in a matter of weeks or even in months. If a company puts in a complaint

it must first establish that it speaks for a major part of the industry, and must then put forward reasonable prima facie evidence of dumping, or subsidisation, and material injury.

The Department itself will make its own inquiries and may decide to send in its own accountants to verify, for example, evidence of greatly reduced profits put forward to back up claims of material damage. Once a case for investigation is accepted arrangements have to be made to visit overseas suppliers to make inquiries about shipments, export and domestic prices. But although a number of such visits are certain to take place in the coming months, proving that dumping is, or has been, taking place is likely to be no easier during a recession than at any other time, given the framework within which a case has to be made out.

Essentially it has to be shown that goods are being sold at a lower rate in export than in domestic market, but at a time of recession it is much more likely that prices will be cut all round in a bid to keep production units in operation and to reduce stocks.

Even if the various hurdles are overcome and the Department of Trade, having satisfied itself that other industries would not be adversely affected,

agrees to support the imposition of a duty, a decision has then to be taken at the appropriate Ministerial level where other considerations again come into play.

In particular, as the Prime Minister made clear when he rejected textile import quotas last month, the Government is concerned about the possibility of restrictions being followed by retaliation. It would clearly take measures of this kind to test whether or not this concern is justified, but the Government appears to regard action taken by Turkey, following the introduction last year of quotas on cotton yarn, as a precedent. Although Britain was acting within EEC rules in limiting Turkish imports, the Turks responded with similar restrictions on some British plastic exports.

Sought other ways

Thus, given the restricted circumstances in which it would appear anti-dumping regulations can be employed, it is interesting to note that textiles—perhaps more affected by imports than any other industry—have only rarely brought dumping complaints. Instead, the industry has sought other ways to limit imports—for example, through the current GATT Multi-Fibre Arrangement negotiations which offer the prospect of an orderly growth in textile trade between the developed and the developing countries.

where the acrylic spinners are the only example in recent years of efforts by textile producers to establish dumping and they have become involved in a six month dialogue with the authorities, first at the Department of Trade and later in Brussels, in an attempt to establish their case.

evidence which they have been able to provide is that the Far Eastern suppliers have been quoting prices of £1 per kilo for their yarn in the U.K. and elsewhere in Europe. Yet the fibre raw material alone costs 85p. Thus processing, transport, and an element of profit, if any, are represented by only 15p. But as far as the GATT rules are concerned—and it has to be remembered that they were drawn up with the aim of liberalising rather than to restrict trade—the case stands or falls on whether this is a dumped, or a distressed price, available in the domestic as well as in export markets. So it would seem that the authorities in Brussels have not been satisfied on this point.

Is industry then simply clutching at a straw in hoping that the anti-dumping regulations will come to its aid in the immediate months ahead imports? If success is judged solely by the number of success-

ful applications leading to imposition of a duty, the answer probably has to be yes, though it would not be surprising if the coming months saw some applications finally succeed after passing through the Department of Trade's maze.

On the other hand, however, alternative types of action often follow from the announcement of or the investigation of a particular complaint. This can sometimes prove a quicker and more beneficial form of help to the industry concerned than the introduction of a dumping duty. Thus the complaints by the U.K. shoe industry that Eastern European countries were flooding the British market with dumped men's shoes have not been dealt with through dumping channels; but the protests have been enough to persuade the Common suppliers to agree to put a limitation on their exports.

The start of investigations in European suppliers of certain chemicals giving undertakings to limit supplies, and following the introduction of a provisional duty on chipboard, assurances were given which made it unnecessary to proceed to a full duty order. But although these examples could be multiplied the question still remains whether the GATT rules on anti-dumping are too strict, placing the burden of proof far too heavily on the party that has come under attack. In fact, the anti-dumping rules are as much a victim as world trade as a whole of the exceptional conditions, which have prevailed since the quadrupling of oil prices, the consequent inflation spiral and the plunge into world recession.

Distressed selling

While the rules were adequate enough to deal with the odd example of unfair competition at a time of stable exchange rates and commodity prices, and of orderly expansion in world productive capacity and economic growth, their use is now being requested to deal with distressed selling at a time when manufacturing industry throughout the world is working well below capacity and struggling to liquidate stocks of all kinds of products. For this, a mechanism designed to handle the problems of distressed selling is obviously inadequate.

Whether the exceptional conditions of the past year will result in pressures for change remain to be seen. Except in cases where very definite evidence of dumping is available, the main hope of salvaging the anti-dumping regulations will come from the aid of cheap imports against uncommercially-priced imports? If success is judged solely by the number of success-

MEN AND MATTERS

Thomas Poole's co-operative

Shareholders in both Newman Industries and in Thomas Poole and Gladstone China have been alerted to plans for a "unique shareholding structure." This will meet the "inevitable social pressures" by creating an "industrial co-operative," while "the ultimate objective of this structure for equity participation should encompass employees both as decision-takers and implementers, together with non-involved investors." The ideas have been sent to the CBI and TUC and, says Alan Bartlett, chairman of both companies, will even be brought to the Prime Minister's attention through mutual friends.

The basis of the plan will be simply to ask employees and existing shareholders of Newman, Thomas Poole, and four associated public companies, to stump up for convertible loan stock in Thomas Poole in £50 lots. They will then get more information than before—quarterly reports—be encouraged to attend annual meetings, and in other ways further industrial democracy. In contrast, Newman and Thomas Poole are, in other respects, becoming distinctly inbred.

At Thomas Poole last year, Bartlett and his colleague John Laughton went against the market trend and steadily bought up shares, mainly in engineering companies. Poole ended up with between 20 and 34 per cent. of Alfred Clough, Metro-Pole Industries, Agar Cross, Dover Engineering and also Newman, itself a company into which, as with Thomas Poole, some of Bartlett and Laughton's private interests had been injected.

The results to last December, for an accounting period extended to 21 months, showed a net deficit of £101,485. The associate companies' value of

£2.3m. included amounts transferred from cost of control (goodwill), which the previous year had amounted to £575,000. If associates were taken in at market value, it would have reduced their balance sheet by £1.1m. Shareholders funds were worth £1.5m.

The picture has been totally changed this month by the decision of Newman to buy all the Thomas Poole share stakes (bar the one in Newman) for £235,000. That leaves Poole with just the 25.5 per cent. holding in Newman plus, Bartlett says, around £250,000 in cash, ready to start on a new "investment cycle." And Newman, as its first move, will take a substantial stake in Poole.

Where will the stake come from? Last July, Newman (chairman Bartlett, vice-chairman Laughton) entered into an agreement with a company called Strongpoint (sole shareholders Bartlett and Laughton) to buy 3.5m. Thomas Poole (chairman Bartlett, deputy chairman Laughton) shares at 10p. The consideration for the option was a deposit by Newman with Strongpoint of £250,000 towards a purchase price of £350,000. On July 2, the market price of Thomas Poole shares was 41p.

The 10p price (the shares are only 6p now) contrasts with another 1974 deal between Strongpoint and Thomas Poole. When Poole was buying Agar Cross (directors Bartlett and Laughton) shares, Strongpoint also had some. So Poole purchased Strongpoint's holding and paid partly in Thomas Poole shares issued at the par value of 5p (the market price was then 31p). One benefit of these cross-holdings, say the ruling pair, lies in the defensive qualities they will lend the new co-operative equity structure.

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Travelling on

Gerald Ford may be getting around, but he and other world

UnBanned

The American Chamber of Commerce's regular lunches have attracted some big-name speakers, and the Savoy Hotel and a maximum of 600 guests is not for the occasion.

Not so yesterday. Having had their interest fed, no doubt, by American Press reports of Anthony Wedgwood Benn's fiery brand politics, over 900 applications from U.S. businessmen in this country arrived when the then Secretary for Industry would address them. A switch to the Hilton Hotel was necessitated.

The new Energy Secretary was to disappoint his audience. Benn turned out to be "unobtainable," a fact which became clear to the harassed organisers only half-an-hour before the lunch. However, there was no doubting the authenticity of Benn's intended speech, full of exhortations about regenerating British industry. This final broadside was weakened by the robotic way it was read out by Gregor Mackenzie, the new Minister of State for Industry.

Swinish

John Garnett, director of the Industrial Society illustrated in a lecture the difference between involvement and participation.

All the farm animals gathered together to agree a suitable reward for the farmer who had looked after them so faithfully for many years. They could reach no conclusion and so appointed a sub-committee, a chicken and a pig, to look into the matter. After much talk, principally by the chicken, it was decided to offer the farmer free bacon and eggs for life. A meeting was called to announce all this to the farm animals at which point the pig had his doubts, observing to the chicken "You will participate... but I shall be involved."

Observer

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ECONOMIC VIEWPOINT

BY SAMUEL BRITTAN

A three-point plan to halt inflation

THE TREASURY of the extent to which the British currency is in danger of sinking towards a banana republic was made plain by some remarks of Denis Healey in Glasgow Friday. He looked forward to the halving of the rate of inflation within the next 12 months as a notable advance. But the current rate of inflation at 25 per cent, as the annual Institute does, the new estimate would still leave it at 25 per cent. This is still higher than the rate of inflation in this country before the war. At any time, it would have been a high rate. It is much higher than the rate which precipitated past pay freezes and the last government's "U" turn on indexation. It is a rate at which money loses half its value in five years; and if it continued, it would be a disaster for our whole business and legal systems to face the pound as a measure of value.

The postulated 12½ per cent. inflation rate with a reduction to 1 per cent. already achieved in the U.S. and several European countries, and 6 per cent. in Germany. Mr. Healey puts forward a 2½ per cent. inflation rate as a plea in mitigation of a failure but as a target for success, which he claims, would transform the economic, social and industrial climate and transform Britain's reputation in the world.

A more plausible view is that we limit ourselves to a target high as 12½ per cent. or anything like it, the actual inflation rate will be a good deal higher. Moreover, even if 12½ per cent. were by some stroke achieved, this would be a low point from which inflation would start increasing again in the next upswing.

By the end of next year, the world will be in its best cyclical upturn; commodity prices will have resumed their upward movement, and pressures on the labour market and capacity will be building up again. This is the prospect which clearly frightens the Bank for International Settlements. If the U.K., which is so much more prone to these pressures, enters the next world upturn with an inflation rate in double figures, we will be landed with Latin American rates of "strategic inflation" as far ahead as one can see.

Some months ago, I warned in this column that it was much too late for the gradualist strategies that some "monetarist" economists (and others) favour. Basically, we have two choices: either to adapt our institutions to banana republic conditions and try to make the best of it, or adopt a serious policy for price stability—not for reduced inflation, but for ending inflation.

Stability

None of the ideas that found favour with the TUC Economic Committee yesterday measures up to the needs of the times. If one allows for some inevitable slippage, they would at best lead to wage inflation levelling off, before rising again in the next upturn. This is the Latin American prospect.

Normally, I do not go in for mechanistic plans with numbered points. But the psychological impact of the reference to the weakening of demand, the heartsearchings among unions, and the world economic situation, provide an opportunity—which will not recur to the Chancellor of the Exchequer as it is the general body of taxpayers. If the Secretary of State for Industry should receive such a request, he will be in the fortunate position of having a further recommendation to make to the Chancellor, a simple yes or no answer. He will have open to him an option which will reduce P.O. expenditure by perhaps £150m. a year—at no cost to the taxpayer—by authorising, or requiring, the P.O. to discontinue its policy of establishing a fund as the means of meeting its pension obligations to its former employees. The Post Office Act 1969 does not require the P.O. to maintain such a fund, and does in fact specifically forbid it not to do so.

On the basis of its latest published accounts the cost of the Post Office's pension fund is about £70m. a year, or only some 8 per cent. of its current payroll. The P.O. seeks, however, to contribute no less than 28 per cent. of its payroll to its pension fund. That the public should be required to provide it with a sum equal to 17 per cent. of its payroll—or about £150m. a year—for the purpose of maintaining a fund for the pension obligations of its former employees is a monstrous task.

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Carried away by a desire to penalise tax avoiders, the Revenue has, not for the first time, indulged in "over-kill" tactics. The application of the provisions of the Taxing Act to given facts is not always plain. The necessary types of evidence which the rules require. Since the Government has clearly decided that it is in the longer term interest of the U.K. to let small shrimpers and possibly other types of concerned to the wall, one would at least have expected that it might have come clear on this policy so that efforts could be made, sooner rather than later, to refrain the thousands of varieties whose jobs are now at risk.

18, Brynmor, Great Victoria Street, Belfast, Northern Ireland.

'Top slicing' helps

From Mr. W. Robinson. Sir—Your correspondent, Mr. Charles Stapleton (May 17), described one of the little-known concessions for golden handshakes whereby length of service can reduce tax liability. The annual £5,000 exemption replaces un-indexed, and now that employees can qualify for maximum compensation of £250, the subject needs an airing. In the course of my work on managerial redundancy, I meet many individuals who have been told by their one-time employers, "Don't worry, we'll take care of you." But when the time comes to accept the offer, they find that the "golden handshake" is a mere pittance, and they are left with a large sum of money to pay tax on. The subject needs an airing.

quickly—for going back to rough price stability. If it is not taken care of immediately, unions will formulate their wage strategy, at this summer conference, on an "inflation as normal" basis; and then there will be no chance of stability without a violent collision. Whether a bold strategy would work, no one can be sure; but it has a greater chance of success than the usual Wilsonian compromises. The following three points provide the essentials of such a plan. 1. Fiscal and monetary policy should aim to prevent any but the smallest increase in the total flow of money spending next year. The National Product measured in money (or "nominal") terms, is running at £100bn. per annum by next winter, the Treasury and Bank should be instructed to keep it within 5 per cent. of this level for the whole of 1976. 2. The Government should then announce that this target can be reconciled with a reasonable level of employment, if and only if, wage negotiations are conducted on the assumption of a nil wage norm, for standard cases. This would be a recommendation, not a statutory limit. Ministers should of course be prepared to discuss the new policy with the TUC and exercise their political leadership to carry public opinion. But there should be no retreat on the main objective. 3. If one envisages this plan coming into force on January 1, 1976, workers who had their previous wage increase in January 1975 will be at a great disadvantage compared with those receiving an increase in December. To make up for this, a once-and-for-all award should be given by the end of this year

to consist either of the estimated cost of living increase, or the average increase of earnings in 1975, multiplied by the fraction of the year that has elapsed since the last settlement. The arithmetic is illustrated in the diagram.

Although most controversy is likely to centre on points 2 and 3, the first of my points—stabilising national expenditure in money terms—is the most important. It is this ingredient which is missing from most discussions of "the future of the social contract."

The variable that the Treasury and Bank should aim to stabilise is the money (or "nominal") National Product. Few economists would dispute that this can be controlled through regulation of the public sector deficit and the money supply, and there is no need to be dogmatic over the appropriate combination. The essential aspect is that the monetary authorities be committed to the target and be prepared to compensate later

strict compensation in later quarters for errors in achievement.

A central aspect of a fiscal and monetary policy aimed at stabilising the price level is that it would greatly simplify the control of public expenditure. There would be a ceiling in cash terms on central and local government spending. These, too, would be stabilised at no more than 5 per cent. above the end-1975 levels. The mystification and "funny money" of the Public Expenditure White Papers would go. In the nationalised industries, the existing principle of passing on all cost increases immediately in prices would be followed, but very much speeded up with the aid of charging schedules prepared in advance. One could have a target National Product at end-1975 levels, with a margin of error of 5 per cent., which would allow for a productivity increase and some post-recession recovery. Or one could fix the ceiling at 105 per cent. with

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suggested guidelines to the TUC itself, with or without the CBI and the NEDO office.

One obvious problem connected with my plan is that, while the aim is to have no general wage increase from January, 1976, prices will for a while still be rising under the influence of cost increases in the pipeline. Unfortunately there is no escaping a moderate once-for-all fall in living standards. As the BIS put it, "Sure as fate, real consumption is going to have to be curtailed and labour will be obliged to shoulder its share of the cut. The only questions are the extent to which the cuts will come by unemployment, and the amount of financial stress the enterprise sector will be forced to bear."

The one way of mitigating the cut in real take-home pay (other than by a rise in savings) would be to have a reduction in Government spending, over and above that required to regulate the public sector deficit, balanced by an equivalent cut in taxation, for which there is much to be said in any case.

The BIS reference to corporate financial stress brings out another complication. Companies with a large amount of recent medium- or long-term debt would be hit by a quick end to inflation, as this debt would be hearing high interest rates which it would not be easy to service. It, and only if, the plan succeeds in halting inflation, there would be a case for selective aid to such companies. The criteria should be very strict and preferably applied by a rather deaf judge detached from political pressures. Assistance should, where possible, take the form of bank guarantees, which have

the least effect on the public sector deficit.

The plan would be made or broken by the willingness of the labour force to accept a clamp-down on total monetary spending without reacting in a way that would cause mass unemployment. This in turn would depend on the credibility of the 1976 limit to money GNP; and frankly I am more worried about the reluctance of the Treasury and Bank to think in such terms than by the union reaction.

Programme

A programme on the lines set out is improbable while Mr. Harold Wilson, with his incurable "trimmer" instincts, is in charge of our affairs. But under a determined Government it would be perfectly practicable. It would be a way of canalising the post-referendum desire for a new impetus and it puts in realistic form the instinctive desire of most Social Democrats, Conservatives and Liberals. But the key element is the first point—the limit on money spending—and anyone who picks out the income restraint side, while glossing over the rest, either misunderstands or disagrees with my plan and should not quote this article in support.

Letters to the Editor

Imports of shirts

From Mr. Chairman, Finance Union and Co. Sir—May I draw attention to the serious plight of shirt manufacturers, especially the smaller ones, as a result of the Government's recent decision to ignore the trade for some time and immediate help to low cost imports. Recently you published a note from the chairman of Langdon-Vivella (June 2) in which he indicated that the Government's involvement in the multi-fibre agreement is a burden sharing, together with plans for more surveillance imports were a reasonable response to the textile trade's problems and that further action is not necessary. As far as shirts are concerned, this may be fine for a major company asking a branded range catering for the upper end of the market. It is, however, no answer to the thousands of workers employed in making shirts for the lower and middle sections of a market to provide for chain store trade where imports have become a very large factor.

The Government has recently made much of the fact that the end of textile imports generally is falling slightly, but this is far from the shirt industry is concerned, as about as comforting as telling a drowning man that the water is now only 10 ft out of his depth instead of 12 ft as previously.

Emphasis has also been laid on the Government's willingness to take action under anti-dumping rules, but this is clearly a case of tongue in cheek since it well knows that in the textile field it is almost impossible to acquire the necessary types of evidence which the rules require. Since the Government has clearly decided that it is in the longer term interest of the U.K. to let small shrimpers and possibly other types of concerned to the wall, one would at least have expected that it might have come clear on this policy so that efforts could be made, sooner rather than later, to refrain the thousands of varieties whose jobs are now at risk.

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quickly—for going back to rough price stability. If it is not taken care of immediately, unions will formulate their wage strategy, at this summer conference, on an "inflation as normal" basis; and then there will be no chance of stability without a violent collision. Whether a bold strategy would work, no one can be sure; but it has a greater chance of success than the usual Wilsonian compromises. The following three points provide the essentials of such a plan. 1. Fiscal and monetary policy should aim to prevent any but the smallest increase in the total flow of money spending next year. The National Product measured in money (or "nominal") terms, is running at £100bn. per annum by next winter, the Treasury and Bank should be instructed to keep it within 5 per cent. of this level for the whole of 1976. 2. The Government should then announce that this target can be reconciled with a reasonable level of employment, if and only if, wage negotiations are conducted on the assumption of a nil wage norm, for standard cases. This would be a recommendation, not a statutory limit. Ministers should of course be prepared to discuss the new policy with the TUC and exercise their political leadership to carry public opinion. But there should be no retreat on the main objective. 3. If one envisages this plan coming into force on January 1, 1976, workers who had their previous wage increase in January 1975 will be at a great disadvantage compared with those receiving an increase in December. To make up for this, a once-and-for-all award should be given by the end of this year

to consist either of the estimated cost of living increase, or the average increase of earnings in 1975, multiplied by the fraction of the year that has elapsed since the last settlement. The arithmetic is illustrated in the diagram.

Although most controversy is likely to centre on points 2 and 3, the first of my points—stabilising national expenditure in money terms—is the most important. It is this ingredient which is missing from most discussions of "the future of the social contract."

The variable that the Treasury and Bank should aim to stabilise is the money (or "nominal") National Product. Few economists would dispute that this can be controlled through regulation of the public sector deficit and the money supply, and there is no need to be dogmatic over the appropriate combination. The essential aspect is that the monetary authorities be committed to the target and be prepared to compensate later

strict compensation in later quarters for errors in achievement.

A central aspect of a fiscal and monetary policy aimed at stabilising the price level is that it would greatly simplify the control of public expenditure. There would be a ceiling in cash terms on central and local government spending. These, too, would be stabilised at no more than 5 per cent. above the end-1975 levels. The mystification and "funny money" of the Public Expenditure White Papers would go. In the nationalised industries, the existing principle of passing on all cost increases immediately in prices would be followed, but very much speeded up with the aid of charging schedules prepared in advance. One could have a target National Product at end-1975 levels, with a margin of error of 5 per cent., which would allow for a productivity increase and some post-recession recovery. Or one could fix the ceiling at 105 per cent. with

suggested guidelines to the TUC itself, with or without the CBI and the NEDO office.

One obvious problem connected with my plan is that, while the aim is to have no general wage increase from January, 1976, prices will for a while still be rising under the influence of cost increases in the pipeline. Unfortunately there is no escaping a moderate once-for-all fall in living standards. As the BIS put it, "Sure as fate, real consumption is going to have to be curtailed and labour will be obliged to shoulder its share of the cut. The only questions are the extent to which the cuts will come by unemployment, and the amount of financial stress the enterprise sector will be forced to bear."

The one way of mitigating the cut in real take-home pay (other than by a rise in savings) would be to have a reduction in Government spending, over and above that required to regulate the public sector deficit, balanced by an equivalent cut in taxation, for which there is much to be said in any case.

The BIS reference to corporate financial stress brings out another complication. Companies with a large amount of recent medium- or long-term debt would be hit by a quick end to inflation, as this debt would be hearing high interest rates which it would not be easy to service. It, and only if, the plan succeeds in halting inflation, there would be a case for selective aid to such companies. The criteria should be very strict and preferably applied by a rather deaf judge detached from political pressures. Assistance should, where possible, take the form of bank guarantees, which have

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The plan would be made or broken by the willingness of the labour force to accept a clamp-down on total monetary spending without reacting in a way that would cause mass unemployment. This in turn would depend on the credibility of the 1976 limit to money GNP; and frankly I am more worried about the reluctance of the Treasury and Bank to think in such terms than by the union reaction.

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The Government has recently made much of the fact that the end of textile imports generally is falling slightly, but this is far from the shirt industry is concerned, as about as comforting as telling a drowning man that the water is now only 10 ft out of his depth instead of 12 ft as previously.

Emphasis has also been laid on the Government's willingness to take action under anti-dumping rules, but this is clearly a case of tongue in cheek since it well knows that in the textile field it is almost impossible to acquire the necessary types of evidence which the rules require. Since the Government has clearly decided that it is in the longer term interest of the U.K. to let small shrimpers and possibly other types of concerned to the wall, one would at least have expected that it might have come clear on this policy so that efforts could be made, sooner rather than later, to refrain the thousands of varieties whose jobs are now at risk.

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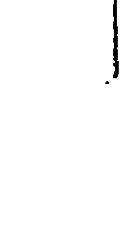
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Pegler-Hattersley slips to £8.5m.

Sir Joseph Lockwood, chairman of EMI, which announces lower net income for the third quarter ended March 31, 1975.

299L	245	1/8	461L	431L	Sonkin
299	F.P.	11/4	106	99	S. Staff
"	F.P.	18/4	105	101	Sutton
299L	265	11/7	65	85	W. Staff

21



U.K. Optical jumps 21% —£1.7m. rights

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from last year's downturn of about \$300,000 caused by the fall in the copper price. Capital spending of roughly £2m, pushed up bank borrowings by £3m last year, and debt is now over 50 per cent of shareholders funds. Although the group is not making any forecast it could be over the worst on the trading side, while there is always the consolation of an 11.7 per cent yield.

100 Leadenhall Street London EC3A 3AD Telephone 01-283 8566

INTERNATIONAL COMPANY NEWS + EURO MARKETS

Hoechst dividend could be maintained

BY GUY HAWTHORN

HOECHST SHAREHOLDERS were told today that per DM50 nominal share a DM9 dividend for 1975 was "still theoretically realistic". The leading West German chemical group, it appears, is determined to maintain its newly increased dividend level despite a substantial decline in turnover.

Dr. Rolf Sammet, chairman of the company's executive Board, told the annual meeting in Frankfurt that it was probable that Hoechst would make sufficient profit during the current year to maintain the 18 per cent dividend paid for 1974. The dividend was increased from 1973's 17 per cent following net profits of DM641m.—DM121m. more than in 1973.

But although prospects on the dividend front seem reasonably secure, Dr. Sammet warned that the concern was still "marching through the bottom of the valley". Over the first five months of the year there had been decline in demand both

at home and abroad compared with the performance in the same period of the previous year.

Turnover from January to the end of May totalled DM4,481m., down 7.8 per cent compared with the first five months of 1974, he said. The forecast was that in 1975 Hoechst's turnover would fall back by between 5 per cent and 10 per cent.

Domestic demand over the period dropped by an average of 3.6 per cent, while exports were particularly hard hit, registering an average drop of 11.9 per cent. If there was a real 2 per cent increase in home consumption during the year, said Dr. Sammet, then the domestic demand for chemicals would also increase.

The situation abroad however remained much dependent on improvements in overseas demand for an improvement in overall performance.

Low demand during the year has hit volume output and this, naturally, has been reflected in higher unit costs of production.

Hours worked have also been affected and some employees have been hit by short-time working.

In the long term, however, said Dr. Sammet, the chemical industry remained optimistic. It was expecting an above average growth rate in the long term, while in the medium-term it thought "a zero growth rate" highly unlikely.

All in all, Dr. Sammet seemed generally optimistic, though perhaps a shade less so than he did early last month. "There is no doubt," he said, "that there is little probability of the performance in the first quarter being characteristic of the year as a whole, although the first signs of an upswing are clearly marked."

The upswing still seems a long way off and Hoechst is not alone in looking for more palpable signs of it. It seems that for this year at least Hoechst has at last come to terms with the prospects of a pretty this year.

Dull 1975 start for Montedison

By Tony Robinson

ROME, June 11.

LOWER SALES, reduction of stocks and subsequent under utilisation of plant has meant no growth in turnover for Montedison over the first four months of 1975. Consolidated group turnover reached L1,143bn. (€117m.), fell by 30 per cent and the 1974 figure would only have given it fifth place in the year ending March 1974.

According to a survey of the 780 companies on the first section of the Tokyo Stock Exchange, made by the Nikkei Economic Electronic Data Service, many leading companies reported sharp falls in profits because of sluggish sales and heavy increases in raw material costs and wages. The

Premier sales position for Nippon Steel in 1974-5

BY OUR ASIA CORRESPONDENT

NIPPON STEEL retained its top place for sales among Japanese businesses in the financial year which ended in March 1975. Matsushita Electric was back the first place in the profit league which it had held three years ago. But Matsushita's profit of ¥35bn. (€117m.) fell by 30 per cent and the 1974 figure would only have given it fifth place in the year ending March 1974.

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motor, textile, electric and electronic industries were particularly badly hit, including such international names as Toyota Motor, Sony and Toray Industries.

Toyota had been top of the post-tax profit league in the two previous years, but last year it dropped to fourth position as its profits fell to a third of the previous year's figure. Sony dropped from sixth to ninth place after its profits fell by 20 per cent. Only 156 companies had profits of more than ¥10bn. against 34 in 1974.

On the other hand, some sectors like electric power, petroleum refining and steel manufacturing, did comparatively better, mainly because of price increases.

The survey shows that ten companies had sales worth more than ¥1,000bn. (€3,333m.) compared to five the previous year. Nippon Steel led the way with sales of ¥2,287bn., but its profits fell by 40 per cent, though it kept second place in the profit league, another token of the tough year.

Among the trading companies, Mitsubishi had the highest sales with ¥9,408bn., followed by Marubeni with ¥8,195bn. and Marubeni with ¥5,557bn.

The leading company in the table of the ratio of profits compared to total liabilities and net worth was Dai-Nippon Sugar Manufacturing with 15.92 per cent. Marubeni Steel Tube showed 13.6 per cent.

Polaroid's new movie system

By Jay Palmer

NEW YORK, June 11.

POLAROID will probably, if all goes well, be in a position to market its long awaited instant movie camera system sometime late next year or in early 1977. According to court papers filed recently in Chicago, support of Bell and Howell, law suit against Polaroid, components of the revolutionary instant movie system are already past the prototype stage.

The evidence introduced in B and H provides the first glimpse of what Polaroid's new movie system will look like. Similar to, but incompatible with, the company's 8x10 instant print camera, the new system will consist of four units—a B and H camera, a film cassette and developer device containing developer chemicals.

Polaroid already has, according to B and H, several hundred projects and it is assumed that the company's own in-house development of the other three units has reached an advanced stage. Certainly it is known from the court evidence that Polaroid was, until troubles on the B and H side, planning to introduce the movie system in 1974.

The B and H projector, which apparently resembles a portable TV set, would take the exposed "land-cine film" from its cassette, run it through the processor device, blow the developed film dry and wind it on a spool for immediate viewing. The whole process, believed to take only a matter of minutes.

B and H's current suit against Polaroid seeks damages and costs for the company's alleged failure to carry out development work of the new projector. It also seeks an injunction to prevent Polaroid from attempting to use B and H designs and actual projector units in less expensive foreign manufacturing centres.

Kyoto Ceramic to top forecast

KYOTO, June 11.

KYOTO CERAMIC Co.'s net profit for the year ending March 31, 1975, is likely to exceed its initial forecast because of an upturn in demand for most of its products. The company would also distribute a 15 per cent free issue to shareholders if the company's profits per share reach ¥150 this year.

Kyoto Ceramic earlier forecast a net profit for the year ending March 31 at ¥203.8bn., or ¥21.37 per share. This compares with ¥23.23bn., or ¥2.34 per share, a year earlier. Kyoto Ceramic distributed a 15 per cent free issue to shareholders this year.

Sales were originally estimated at ¥23.5bn. for the current full year, up from ¥20.8bn. a year earlier. The company did not give any specific figures for the current, more optimistic outlook.

A labour agreement freezing wages this year at last year's level contributed however to the higher profit expectations. Kyoto Ceramic granted a 34.9 per cent wage increase to its workers last year. There have been no major cost increases so far this year. Overall production costs rose about 6 per cent last year.

Kyoto Ceramic produces high-grade ceramic products for the semi-conductor, electric equipment and the industrial sector. Despite a change to full year

accounting, the company plans to pay a dividend for the half year ending September 30, 1975, of ¥10.75 per share for the half year ended March 31, unchanged from a year earlier.

The company will try to boost sales in the non-electronics sector to around 30 per cent of its overall volume from nearly 20 per cent at present, mainly through the development of new products. This sector consists of machine tool parts, pollution control equipment and other industrial machinery.

In line with the diversification programme, a joint venture in Japan will be set up around August, with a U.S. concern to produce solar battery raw materials. The projected common will be capitalised at around ¥500,000m. and be majority owned by K.C.

The capital spend this year should be ¥1.6m. and this includes establishment costs for the solar battery joint venture.

This spring K-C bought a plant in Honeywell, located in San Diego, to boost its U.S. subsidiary's capacity. The purchase price was not disclosed.

The company is again studying the possibility of listing its common shares overseas, possibly on the New York Stock Exchange, because of the gradual improvement in business confidence.

Kyoto Ceramic suspended its listing study in June last year because of deteriorating economic conditions.

A listing in New York could help the company avoid the impact which a possible tightening of foreign exchange controls by the Japanese Government would have on fund raising for overseas subsidiaries.

Kyoto Ceramic is a wholly-owned U.S. unit, Kyocera International.

An improvement in exports is expected this year because inventory adjustments in the U.S. electronics industry appear to have been completed around February. Another major market, Southeast Asia, is considered likely to follow trends in the U.S. because of close relations between the U.S. electronics industry and producers there.

Recently K-C exported to the Soviet Union a ceramics-based electronics plant valued at ¥5.1bn. It is expected to start full operations in June next year. The company will receive a payment of ¥2.5bn. this year of which royalty payments will account for ¥1.2bn.

Domestic markets are also improving, centering on shipments of parts for desk-top calculators. Japan's desk-top calculator production is estimated to grow 20 per cent this year from last year's estimated 5m. units. AP-DJ

Tough year for Krauss-Maffei

BY NICHOLAS COLCHESTER

BONN, June 11.

KRAUSS-MAFFEI, maker of Krauss-Maffei is going through a stark year before entering another active phase of construction in 1976. The basic German defence contractors, had a bad year in 1974 and faces a tough one in 1975. The annual report reveals that the abandonment of its magnetic levitation urban transport research project cost the company more than DM10m. last year; it covered this through the sale of property to break even.

In 1974, the company was profitable in its weapons business, in the construction of locomotives for Federal railways and in the manufacture of the material processing equipment. But alongside its loss on the "transport systems" division, Krauss-Maffei also suffered from a collapse in the market for plastic processing machinery. It sees world over-capacity here and no sign of a recovery, so it is considering how best to redeploy its manufacturing assets elsewhere in the plastic machinery business.

In the weapons business, the

Leopard II prototype has just completed very successful trials in the U.S. and will participate next year in competitive trials with the American XM1 tank prototype. It is Krauss-Maffei's hope that the Leopard II tank could form the basis of a "reverse flow" weapon standardisation contract from Europe to America.

Krauss-Maffei is continuing its research with MBB into high-speed magnetic levitation transport systems but concedes now that "MAGLEV" has no future in urban transport. The company was forced to give up its contract to build a MAGLEV demonstration system in Toronto, Canada. This setback, the troubles in the plastics business and the hiatus in the weapon orderbook is having a bad effect on the company's finances. Its bank liquidity dropped last year by DM42bn. to DM10bn., and K-M borrowed an extra DM8.5m. from a subsidiary, as well as raising its short-term bank borrowing substantially.

Lancia losses double

By Tony Robinson

LANCIA's results have confirmed that the troubles of Italian quality car manufacturers are not limited to Maserati. Lancia is a wholly-owned car manufacturer, and has announced a 1974 loss of L46m. (€32m.), after depreciation of L15bn. and provisions of L6bn. The 1973 loss was L23bn.

Domestic sales fell by 16 per cent, and export sales by 12 per cent, last year, leading to short time working. This has prevented a continuous build up of stocks and financing these inventories, plus other higher costs, at high interest rates, was one of the major causes of Lancia's losses.

Despite this, Lancia is continuing to invest in expansion programme laid down in 1970. This has led to investment of L141bn. (about £100m.) over this period, of which L51bn. was spent last year alone.

Eurofima capital increase

By John Wicks

ZURICH, June 11.

THE EUROPEAN railways' rolling stock financing body, Eurofima, has decided on the issue of its share capital next year from Sw.Frs.300m. to 500m., with a sum of Sw.Frs.50m. of the increase to be paid in immediately. The capital increase is necessary due to rising business volume, according to a board statement.

Major single shareholders in Eurofima are German Federal Railway and French National Railways with 25 per cent each.

Eurofima, which at the end of the past business year owned 32,400 goods wagons, 1,224 passenger wagons, 1,361 diesel locomotives, 95 electric locomotives, 211 electric railcars and 103 diesel railcars, booked profits for 1974 of Sw.Frs.12.86m. (€1.96m.) and is to pay a maximum statutory dividend for the year of 4 per cent. The body raised a financing sum over the year equivalent to Sw.Frs.544m. (€83m.) and concluded 55 contracts with ten member railway administrations with a total value of Sw.Frs.483m.

Company Results

Borel to avoid capital rise

Jacques Borel International will give priority to growth sectors, rather than to new investment, in order to avoid any further increase of its capital before 1980.

Sales are expected to grow at an annual rate of 35 to 40 per cent over the next five years (48.3 per cent annually from 1973 to 1974) to a level of Frs.2bn. in 1980, giving a consolidated net profit then of Frs.125m. (€16.2m.) in 1974.

The company announced a 20 per cent capital increase to Frs.125m. at its meeting last month.

Armo Steel is experiencing severely reduced activity and profits. Higher earnings from diversified programme under way, prevented sharp drop in corporate earnings for the second quarter and also the full year.

May was the poorest steel shipment month of the year. Destocking will be greatest during April, May and June, but it should end around July.

No major upturn until the fourth quarter is expected. By then higher automotive sales are expected as the 1975 models are introduced. Some increased strength in appliances and the beginning of a pickup in housing, should also be seen. Shipments of steel plate, large bar products and pipe are expected to be fairly good throughout the year.

Armo's Steel subsidiary is operating a little bit better than break-even for the second quarter. But all four major parts of the Enterprises group are doing better this year.

Sw.Frs.3.05m. (Sw.Frs.4.73m.) is reported. Group turnover rose 10 per cent to Sw.Frs.578m. for 1974, and consolidated net profits fell to Sw.Frs.74m. (Sw.Frs.8.31m.). Shareholders must approve an increase in capital to Sw.Frs.20m. (Sw.Frs.20m.) by the issue of new Registered and Bearer shares.

Vallourec hopes to maintain the 1973 dividend at Frs.13.75 per share on capital increased by 25 per cent.

The payment is already covered by profits carried over from 1974 and dividends totalling Frs.25m. from subsidiaries, to be paid this year.

The company has a major investment programme under way, aimed at guaranteeing ample production capacity of unwelded steel tubes. Vallourec also plans to build a plant for long length, stainless steel welded tubes for nuclear plants.

Orders already taken for these two products, which account for 60 per cent of the company's activities, and improved supply conditions mean profits should be satisfactory this year.

Brown Hardman and International accounts for the year ended March 31, 1975, show profit before taxation of £435,823 compared with £300,794. Profit after tax shows an increase from £123,354 in the previous year to £201,283 for the year just ended. Chairman Sir John Hogg referring to the difficult conditions which prevailed in the Eurobond

COB capital gains appeal

BY RUPERT CORNWELL

PARIS, June 11.

THE COMMISSION des Operations de Bourse has taken advantage of the mounting controversy in France over the impending arrival of a methodical capital gains tax to propose sweeping changes in the country's fiscal laws, to the benefit of small shareholders.

In its 1974 annual report, published today, the COB, the watchdog agency of the Paris Bourse, appeals for a system that would not penalise shareholders as at present, but put them on the same tax footing as other categories of investor, notably the highly privileged buyer of bonds.

Its request is for shareholders to be exempt from tax up to a certain investment income, as well as for a more generous treatment of capital losses. The COB also urges more favourable arrangements for the SICAVs—

the French equivalent of the unit trusts—which are still the most effective means of attracting the smaller saver to the financial markets.

The transparent motive for the appeal is the open fear of the COB that the capital gains tax, to be brought into effect by the end of this year as part of the Government's plans to reduce social inequalities, will prove to be just another nail in the coffin of the French stock market, despite a series of efforts in the past few years to streamline it.

For the rest, the annual report goes over much well-worn ground in its plea for new legislation to make the Bourse a safer place for the innocent small investor to trade.

The report also calls for better protection for shareholders in

Eurofima capital increase

By John Wicks

ZURICH, June 11.

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Autopistas del Atlantico

Concesionaria Española S.A.

U.S. \$12,000,000

5-year bank guaranteed multicurrency loan

Arranged by

Manufacturers Hanover Limited / Banco Pastor
Banco de Bilbao / Banque Européenne de Crédit (BEC)
Banco Hispano Americano / Commerzbank AG

In co-operation with the following shareholders

Cajas de Ahorros de Vigo, Pontevedra, Santiago de Compostela and Orense
Banco del Noroeste / Unión Industrial Bancaria / Banca Más Sardá
Banco Occidental / Banco Industrial del Mediterráneo
Banco Internacional de Comercio / Banco de Barcelona
Liga Financiera / Pluniver

Provided by

Banco de Bilbao / Banco Hispano Americano
Banco Internacional de Comercio / Banco Pastor
Banque Européenne de Crédit (BEC)
Banque Européenne de Financement S.A. (The Fidelity Bank)
Banque Française du Commerce Extérieur
Canadian Imperial Bank of Commerce / Commerzbank AG
Manufacturers Hanover Limited
Rothschild Intercontinental Bank Limited

SELECTED EURODOLLAR BOND PRICES					
MID-DAY INDICATIONS					
STRAIGHTS			CONVERTIBLES		
Bid	Offer		Bid	Offer	
Amex 500 1981	99	100	American Express 4 1/2 '87	92	94
Amex 500 1982	99	100	Amex 500 1983	99	100
Amex 500 1983	91	92	Beatrice Foods 4 1/2 '82	83	95
Amex 500 1984	99	99	Beatrice Foods 4 1/2 '82	102	104
Amex 500 1985	99	99	Beatrice Foods 4 1/2 '82	102	104
Amex 500 1986	99	99	Beatrice Foods 4 1/2 '82	102	104
Amex 500 1987	99	99	Beatrice Foods 4 1/2 '82	102	104
Amex 500 1988	99	99	Beatrice Foods 4 1/2 '82	102	104
Amex 500 1989	99	99	Beatrice Foods 4 1/2 '82	102	104
Amex 500 1990	99	99	Beatrice Foods 4 1/2 '82	102	104
Amex 500 1991	99	99	Beatrice Foods 4 1/2 '82	102	104
Amex 500 1992	99	99	Beatrice Foods 4 1/2 '82	102	104
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Amex 500 1995	99	99	Beatrice Foods 4 1/2 '82	102	104
Amex 500 1996	99	99	Beatrice Foods 4 1/2 '82	102	104
Amex 500 1997	99	99	Beatrice Foods 4 1/2 '82	102	104
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Amex 500 2000	99	99	Beatrice Foods 4 1/2 '82	102	104
Amex 500 2001	99	99	Beatrice Foods 4 1/2 '82	102	104
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MINING NEWS

Inflation hits
Kalgoorlie

BY KENNETH MARSTON

INFLATION is hitting the steel production facilities. The cost in the Kalgoorlie area of Western Australia, but there is an element of brinkmanship in the situation, comments our correspondent.

He points out that last week's rise of a cutback in the gold output of Kalgoorlie Lake View after with plans for the closure of Great Boulder's Carr Boyd nickel mine came just before the Federal Energy and Resources Committee and by the Western Australia Premier, Sir Charles Court.

His week Sir Charles has suggested that in some respects the steel industry is dependent on the up of the iceberg for mining industry. He added that it is hoped that the current cost of the Federal Committee will influence the Government to change its restrictive policy in regard to the mining industry.

The committee members have considered that Kalgoorlie Lake View controlled by Western Mining and Posidon might avoid retrenchment of workers by exchange of equity for government finance.

Western Mining has told the committee that its offer can be used if the State Government provides \$300,000 (£174,000) carry-over finance within a week or if the Federal Government gives it within a month. Meanwhile, the cost in Kalgoorlie is dependent on construction costs rising at only double the rate of consumer prices.

RIO ALGOM \$25M.

ISSUE TERMS

Terms are now announced of \$25m (£10.5m) rights issue which has been under consideration by the Rio Tinto-Zinc group's per cent-owned Canadian arm, Algom. The latter is offering common shares at \$21 (£2.57) every 10 shares at \$18.

U.S. residents are not entitled to apply, but may sell their rights on the Ontario and Montreal stock exchanges until the close of business on July 10. Preston and Rio Tinto Holdings Canada will take up their entitlements to the issue.

In order to take up its Rio Tinto share entitlement, Preston is also making a rights issue, the terms being one-for-one at \$10.75 (£4.54). In addition to the rights issue, Algom is making a public offering of \$50m. debentures of per cent, maturing July 15, 1985. The new funds to be raised to be used by Rio Algom for general corporate purposes, including expansion of the Elliot Lake uranium operations and new

J. H. JOHNSON & SONS LTD.

(Subsidiary of J.W.I. Ltd., Montreal, Canada)

The annual general meeting of J. H. Johnson & Sons Ltd. was held in Manchester on Wednesday 11th June 1975. The following is an extract from the statement of the Chairman, Mr. H. Morrey Cross. Increased activity in the paper industry continued and turnover advanced to £2,644,408 against £2,123,868 for 1973. Group profits increased to £296,096 (£252,699-1973).

Extraordinary inflationary pressures, a major wage award and higher than normal depreciation charges affected the reported profits. A final dividend of 1.5p net is recommended which, with the interim of 0.6p net per share already paid makes a total of 2.1p net equivalent to 3p gross or 12% inclusive of tax credit (as 1973).

A major expansion programme is proceeding to ensure the rapid growth of the synthetic wire business. A new building has been equipped and is in the process of starting up. Although synthetic wire sales increased by 75% during the year, sales of the conventional metal wires continued at a healthy level. However, a down turn was noticed in the second half year.

The group's foil equipment sales continued to grow and volume was almost double the level typical of the previous three years. Exports represented 46.9% of total group sales, having increased from £465,000 in 1970 to £1,248,000 in 1974. The first quarter of 1975 has seen a marked recession in the paper industries at home and abroad, with a consequent softening in demand.

In a supplementary verbal statement, the Chairman warned that the paper industry recession has significantly worsened in recent months. At the same time the company was suffering unusual costs associated with the start-up of newly installed equipment. He forewarned that margins for the year cannot help but be affected and that the directors could already see no justification for payment of an interim dividend.

GROUP PRODUCTS: PAPER MACHINE WIRES, BRONZE & STAINLESS STEEL, CYLINDER CLOTH, CYLINDER WOUND COVERING, FOIL, UNITS, COILS, OYAC BOXES, DRYING FABRICS AND AUTOMATIC GUIDES FOR THE PAPER & BOARD INDUSTRY.

WESTBICK PRODUCTS LIMITED

Specialists in Concrete, Engineering, Clay & Plastic

Summary of Results:
Year to 31st March, 1975

	1974	1975
£000s	£000s	
Sales	6,309	7,113
Trading Profit	735	524
Profit available for Shareholders	345	173
	p	p
Earnings per 25p share	8.4	4.2
Dividends per 25p share	2.253825	2.448

The low level of building accounted for the drop in profits, which has been partially offset by improvements in other activities of the Group not concerned with the supply of building materials.

Adequate provision has been made for the heavy stocking of bricks and for commitments.

South Africa
retains gold

SOUTH AFRICA RETAINS GOLD LAST WEEK saw the first retention of gold by South Africa since the week ended January 18, according to figures issued by the Reserve Bank.

Since that time, all of the Republic's newly mined output, which has ranged between 14.5 tonnes and 13 tonnes a week and is currently estimated at around 13.5 tonnes, has been sold on the free market together with varying amounts of bullion from reserves.

According to the figures issued for the week ended June 6, gold holdings rose by £24m to R21.7m, which suggests that some 24 tonnes of metal was transferred to reserves.

The action might well have been prompted by the U.S. Treasury's announcement at the beginning of this month that a second gold auction is to be held on June 30.

The amount offered is to be 500,000 ozs against the 2m ozs offered on January 6 this year when only 754,000 ozs were sold. Following the news of the latest auction, the bidding price rose from \$165 per ounce to \$161.75. It closed at \$161 yesterday.

Bluemel
midway
advance

MANUFACTURERS of cycle and motor accessories, etc. Bluemel Bros. reports that from turnover up from £1.55m to £1.75m, pre-tax profit advanced from £54,614 to £121,327 for the six months to March 29, 1975.

The directors say that intake of orders in the first few weeks of the second half has shown a tendency to slacken in both home and export markets and if there is a significant fall in the trade of the group in the next few months, as appears likely from national economic trends, it may well be that the second half of year will not show the usual percentage increase over the first.

Stated earnings are 2.58p (1.082p) per 25p share. The interim dividend is lifted from 0.75p to 1.225p (the 1973 level), but the directors state that the total for the year is likely to be subject to Government restriction. Last year's total was 2.5p from profits of £203,802.

After tax for the first half of £68,558 (£30,000) the net balance emerges up from £24,614 to £57,680.

Results exclude Bluemel Steering Wheels which made a loss before tax of £17,061 (£4,549) up to March 29.

Bluemel Steering Wheels ceased manufacturing. With effect from February 28, Bluemel Bros. will continue to manufacture and sell its conventional range of plastic moulded steering wheels.

Equity Consort
improves

Net revenue of Equity Consort Investment Trust improved from £198,894 to £214,457 in the year to April 30, 1975 after tax up from £105,338 to £125,292.

The dividend total is 5.4225p (3.48p) net with a final 3.4125p. The directors will make a cash offer for the company's 41 per cent, convertible unsecured loan stock 1984 amounting to £75 per £100 stock as an alternative to conversion. Rights of holders between June 21 and July 21.

Interest on stock converted or tendered under the cash offer will cease to accrue from April 30, 1975. At May 5, 1975, purchases by the company for cancellation of the stock amounted to £638,611.

BIDS AND DEALS

TINLIE OFFER
FOR SEAHAM
HARBOUR

Thurley Estates has informed Seaham Harbour Dock Ltd. that it proposes to make an offer to acquire all the Ordinary £10 shares at a price of £26 per share. The offer will be unconditional and the Board of Seaham Harbour has indicated that it will recommend acceptance to its holders.

Tinlie has obtained irrevocable undertakings to accept the offer from the holders of approximately 75 per cent of the Ordinary shares of Seaham. The Board of Seaham has indicated that it will be accepting in respect of its holdings which amount to about a further 10 per cent.

BRITISH LION

Mr. Barry Spinks, a director of British Lion, this morning stated categorically that there was no truth in the stories in the Press to the effect that British Lion shortly would be making an offer for Shepperton Studios.

ASSOC. LEISURE

Associated Leisure has acquired Midland Trading Estate, Rugby, from Consolidated Factory Mids. for £550,000 cash.

ROBT. FISHER (Packaging and Shipping), the London-based shipping and forwarding group has acquired the Watford firm. Gates of Ebbw, specialising in household removals.

CRODA-MYH

In view of the fact that Croda has now declared its offers unconditional and Midland-Yorkshire Holdings is now effectively a subsidiary of the Board of Midland-Yorkshire, recommendations are being made to accept Croda's offers for their shares rather than become a minority holder in a subsidiary of Croda. Croda has extended its offers until 3 p.m. on June 20.

Croda is offering for each Midland-Yorkshire Ordinary share either seven fully paid Croda Ordinary shares or 36p in cash.

SHARE STAKES

Astra Securities now hold 1,732,988 shares (23.6 per cent.) in Zinc Alloy and Rust Proofing Company. Charterhouse Japhet bought, on its own account, 20,000 Ordinary in Sealed Motor Construction Company at 45p per share on June 6.

COMPANY NEWS

Spillers forecasts
big upturn

A MATERIAL improvement in profitability this year was forecast at the annual meeting of Spillers yesterday by Mr. Michael Vernon, the chairman.

He said that last year he drew attention to two serious problems which were then adversely affecting the level of profits. First, that the group's baking activities were having a very difficult time; and, secondly, that requirements for working capital were rising sharply as a result of an increasing rate of inflation in the U.K. and the spraying of commodity prices.

On baking, the major reorganisation had led to a substantial reduction in the rate of loss compared with last year, and there had been some modest amelioration of the situation because of the changes introduced in Stage 4 of the Counter-inflation Programme.

As regards interest charges, the confirmed the losses made in his statement that owing to a material reduction in group borrowings and a decline in interest rates, interest in the first half of the current year would show a marked reduction by comparison with last year.

Due to a considerable extent to the factors to which I have already referred, the group profit for the first half of this year is expected to show a substantial improvement in comparison with the corresponding period in 1974. Mr. Vernon forecast.

Bonas Webb
sees return
to profits

In his annual statement, the chairman of Bonas Webb, Mr. J. H. Bonas, tells members that he believes that in fair conditions, the company will show a healthy return.

While he forecasts a return to profitability this year, "the depth of the recession makes it impossible to be more specific at this stage."

Explaining what has been done to overcome the group's problems, he says that prime importance has been given to preserving the sound financial base and liquidity. Automatic Brading Company (Nottingham) was disposed of and another, Airpak, is in the process of being wound down and its property sold.

A small, but potentially profitable investment has been made in purchasing all the issued share capital of Avon Heat Transfers and as from May 30, 1975 the interlocking and the lining businesses of Stroud Riley and Company have been purchased.

As reported on May 31, the group incurred a pre-tax loss of £74,251 in 1974, compared with a profit of £205,683 previously. The dividend total is 0.3p (1.47p) net.

The group manufactures components for the textile and clothing industry and bricks. Meeting, Melton Mowbray on July 3 at 11 a.m.

LAZARD PROPERTY

The Lazard Property Unit Trust is making a thirteenth issue of units, to close on June 25, 1975, at a price of £1.185 per unit. The estimated initial yield, allowing for the 13m. currently invested in short-term deposits will, unless the return on these deposits falls sharply, be about 7.8 per cent at the subscription price.

The results for the year to March 31, 1975, reveal that net rents receivable together with non-property income amount to £4,07m. against £3.8m. last year. The amount distributable to

and a further 20,000 at 45p per share on June 10.

City and Foreign Investment Company-Dragon Premier Investment Trust has sold 35,000 Ordinary shares of the assets of its Design Associates. In March of this year Caplan said that it had agreed to acquire the business from the Receiver of the Chair Design and that the total consideration was not expected to exceed £170,000.

CAPLAN PROFILE

Caplan Profile Group says in a letter to shareholders that it has paid £188,000 for the assets of Chair Design Associates. In March of this year Caplan said that it had agreed to acquire the business from the Receiver of the Chair Design and that the total consideration was not expected to exceed £170,000.

ASSOCIATES DEALS

Laurence Perks has sold 24,000 shares of Tatton Furniture on behalf of a client at 71p per share. These are in addition to sales reported on June 6.

Charterhouse Japhet brought, on its own account, 10,000 Ordinary shares in Nysom Group at a price of 73p.

Boys-Stones Simpson-Spencer purchased 9,000 Ordinary in Wright Scriven at 18p per share on behalf of Ferguson Industrial Holdings.

Cazanova and Co. sold on behalf of an associate 8,000 Sealed Motor Construction Ordinary at 42p.

Orlove and Pichman Hunt-Brown bought on behalf of the Bank associates of Thorn Electrical Industries 30,000 Ordinary stock units at 78p each.

HOWMAR

Howmar Engineers Incorporated and Mar-vo International announce that they have merged their electrical desalting and treating activities in certain areas.

The Howmar-Baker desalting and treating activities in Europe, Russia and Iran will be merged with those of Mar-vo which has changed its name to Howmar International.

As a result of the merger Howmar will be able to supply the combined technologies and engineering facilities of Howmar-Baker and Mar-vo in Europe, Russia and Iran.

CAMPBELL-GRAY.

Campbell-Gray, plant hire group, completed the acquisition of Dry Laundry of Peckham.

Certificate Holders for the year is equivalent to a gross amount of £20,147.5 per unit.

Standstill
at Ocean
Wilsons

AFTER RISING slightly from £750,114 to £767,286 in the first half, taxable profits of Ocean Wilsons (Holdings) missed the year to January 31, 1975, virtually unchanged at £1,610,312 compared with £1,613,381. Turnover rose from £24.3m. to £26.7m.

After tax down from £512,782 to £290,680, earnings are shown to be up from 15.88p to 16.77p per 30p share. The dividend is lifted from 1.9428p to the maximum permitted 2.1250p net with a final of 1.1250p.

CES profits
well ahead

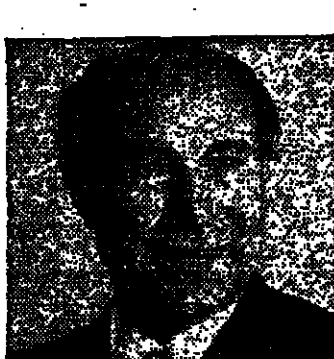
Mr. Murray Gordon, chairman of Cessford, Eastleigh Stores Group reported to the annual meeting that the current year had started well with sales and profits running at substantially higher levels than last year.

Some further sales of leasehold properties had been made and sale proceeds exceeded the amounts included in the valuation referred to in the annual report.

The group strategy of concentrating on the expansion of the ladies fashion accessories and mens wear divisions had proved successful and we shall open a considerable number of additional new units in prime positions this year," said the chairman.

"Despite the economic situation, trading and trading conditions are excellent for our Group and I do not expect you to be disappointed by the results."

Statement Page 25

Newmans Tubes
LIMITEDSales and
Profits reach
new heights

Leo Wills (Chairman)

The following are salient points from the Chairman's circulated Statement.

- * Despite continual pressure on our profit margins, we were able to produce a Group Profit of £775,363 before taxation, an increase of 20% on the previous year. The healthy liquid resources of the Group put us in a very favourable situation in the present difficult economic climate.
- * Your Board are intent on a diversified policy which will make full use of the Capital resources of the Group and, at the same time, maintain a leading role in the British Steel Tube Industry.
- * My faith in our own future reflects my confidence in British Industry. Without a more positive lead from Government, however, and cooperation from Unions, we shall not be able to take our rightful place at the forefront of the world's trading nations.
- * Our very survival depends on the working men speaking out against the restrictive practices and excessive wage demands that are being put forward in his name. The industrialist must also accept the hard facts: unless unit costs and selling prices are contained, we cannot support full employment or be competitive.

Summary of Results (£000)

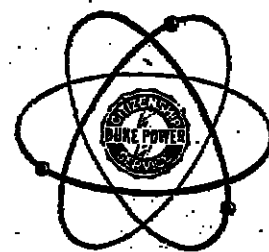
	1975	1974
Year ended 31st January		
Group Turnover	£5,372	£4,428
Group Profit before tax	£775	£544
Taxation	£389	£322
Dividend per share	2.21666p	2.031p
Earnings per share	11.4p	9.8p

MANUFACTURERS OF ELECTRICALLY WELDED, COLD DRAWN SEAMLESS AND COLD DRAWN ELECTRICALLY WELDED STEEL TUBE

WEDNESBURY - WEST MIDLANDS

All of these shares having been sold, this announcement appears as a matter of record only.

NEW ISSUE



5,000,000 Shares

Duke Power Company

Common Stock
(without par value)Morgan Stanley & Co.
IncorporatedMerrill Lynch, Pierce, Fenner & Smith
IncorporatedBlyth Eastman Dillon & Co.
Incorporated

The First Boston Corporation

Dillon, Read & Co. Inc.

Donaldson, Lufkin & Jenrette
Securities CorporationDrexel Burnham & Co.
IncorporatedHalsey, Stuart & Co. Inc.
Affiliate of Eads & Co. IncorporatedHornblower & Weeks-Hemphill, Noyes
Incorporated

E. F. Hutton & Company Inc.

Kidder, Peabody & Co.
IncorporatedKuhn, Loeb & Co.
Incorporated

Lazard Freres & Co.

Lehman Brothers
IncorporatedLoeb, Rhoades & Co.
IncorporatedPaine, Webber, Jackson & Curtis
Incorporated

Reynolds Securities Inc.

Salomon Brothers
IncorporatedSmith, Barney & Co.
Incorporated

Wertheim & Co., Inc.

White, Weld & Co.
IncorporatedDean Witter & Co.
Incorporated

Shearson Hayden Stone Inc.

Wheat, First Securities, Inc.
Incorporated

ABD Securities Corporation

Advest Co.

Robert W. Baird & Co.
IncorporatedBasle Securities Corporation
IncorporatedBateman Eichler, Hill Richards
Incorporated

Bear, Stearns & Co.

Alex. Brown & Sons
IncorporatedDain, Kalman & Quail
Incorporated

Daiva Securities America Inc.

A. G. Edwards & Sons, Inc.
IncorporatedEppler, Guerin & Turner, Inc.
Incorporated

EuroPartners Securities Corporation

Robert Fleming
IncorporatedHarris, Upham & Co.
Incorporated

Interstate Securities Corporation

Kleinwort, Benson
Incorporated

Ladenburg, Thalmann & Co. Inc.

McDonald & Company
IncorporatedThe Nikko Securities Co.
International, Inc.

Moseley, Hallgarten & Estabrook Inc.

Oppenheimer & Co., Inc.
IncorporatedPiper, Jaffray & Hopwood
Incorporated

Nomura Securities International, Inc.

R. W. Pressprich & Co.
IncorporatedW. H. Reaves & Co., Inc.
Incorporated

Prescott, Ball & Turben

The Robinson-Humphrey Company, Inc.

L. F. Rothschild & Co.
IncorporatedShields Model Roland Securities
Incorporated

SoGen-Swiss International Corporation

Suez American Corporation

Thomson & McKinnon Auchincloss Kohlmeier Inc.

Spencer Trask & Co.
IncorporatedTucker, Anthony & R. L. Day
IncorporatedWeeden & Co.
Incorporated

UBS-DB Corporation

Ultrafin International Corporation

Yamaichi International (America), Inc.

Wood, Struthers & Winthrop Inc.

Amsterdam-Rotterdam Bank N.V.

Banque Nationale de Paris

Berliner Handels-Gesellschaft-Frankfurter Bank

Credit Commercial de France

Den norske Creditbank

Girozentrale und Bank der österreichischen Sparkassen
Aktiengesellschaft

Post-och Kreditbanken, PKBanken

N. M. Rothschild & Sons
LimitedVereins-und Westbank
Aktiengesellschaft

FINANCIAL TIMES SURVEY

Thursday, June 12 1975

PLASTICS

The U.K. plastics industry is facing some of the most difficult trading conditions it can remember. But with the prospects of converting North Sea oil into high value-added goods, plastics companies are confident of future business growth. The speed of this growth, however, largely depends on Government attitudes and the ability of Britain's manufacturing industry to expand and adapt.

Our assurance is your insurance

Not every company can be assured of a continuous supply of raw material year in, year out.

BP Chemicals can—and this is your insurance for the years ahead if you use our products to fabricate plastics.

We are part of a major international oil company. Plastics depend on oil and BP reserves in the UK alone of this vital commodity are massive—off-shore—waiting.

BP Chemicals is a link in the great chain of BP operations across the world; exploration...crude oil production...transportation...refining...naphtha cracking...chemicals and plastics...

The final link is with the thousands of our customers in the European plastics fabrication industry and the millions at home and overseas dependent on its products.

Being part of that chain is an insurance against the days of shortage of plastics raw materials which will inevitably return...

Rest assured!



BP chemicals

British chemicals and plastics for industry



PLASTICS II

Caught up in recession

THE PLASTICS industry has hit one of the most difficult trading periods it can remember. After the bumper trading period of 1973 and early 1974, when plants could not keep up with demand and prices rocketed to almost unbelievable levels, the industry has been caught up in a vicious economic recession.

Important material-producing plants are currently operating at 50 to 60 per cent of capacity—some have been shut down altogether—while at the processing end companies have been forced to stop recruitment, impose short-time working and, in certain cases, lay off valuable staff.

While material suppliers like ICI, BP Chemicals, Shell Chemicals and Esso Chemical have been endeavouring to resist drastic price-cutting, they still have vivid memories of the harmful blood-letting that took place five or six years ago. The processing sector, however, is finding it more difficult to sustain price levels.

Occupied

In a bid to keep machinery and men occupied many processors have been forced to trim the price (and consequently the profitability) of their products although they know—and they have been warned by their trade association—that they are weakening their businesses in doing so.

Depressed trading conditions, coupled with raging inflation, inevitably puts pressure on a company's cash flow. Consequently the industry's ability to research and develop new products is impaired. And yet it is the innovative effort of plastics processors which has, in the past, contributed to the industry's high growth rate.

According to the British Plastics Federation, the industry is also being squeezed by aspects of Government policy. It claims the "penalising system" of taxation on smaller companies (the Capital Transfer Tax, for instance) is sapping the strength of the plastics processing sector which has a preponderance of small companies. Indeed, 47 per

cent of them have less than 25 employees while 88 per cent have around 200 or less.

Furthermore, it is claimed, the Government seems to be more interested in propping up declining industries and preserving jobs than encouraging investment in new industries.

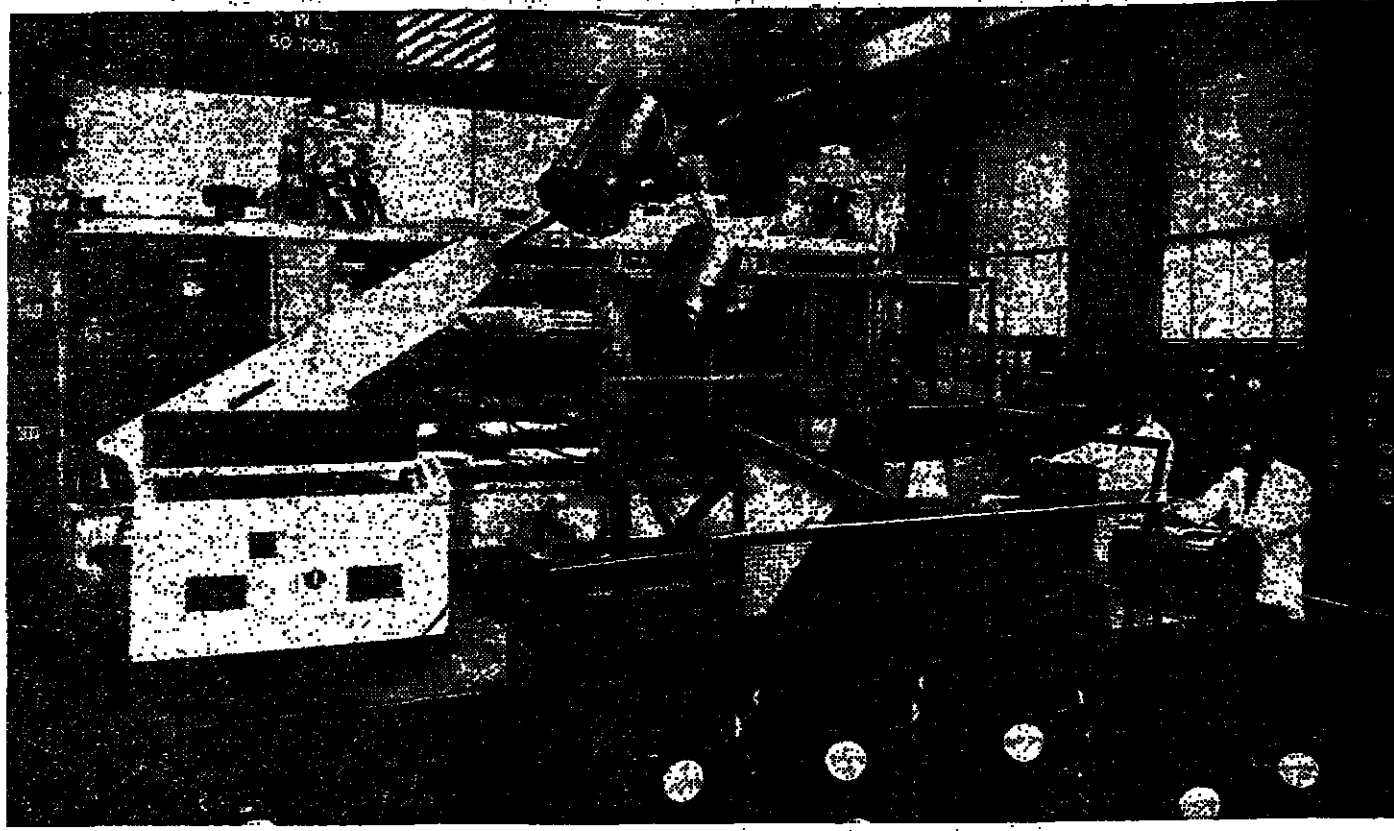
The plastics industry is one of those newer industries, based on developments in the broader chemicals sector. Its shape, product mix and abilities are constantly changing although it still battles with an outdated public image of "cheap and nasty" plastics and suspicion of its products—as highlighted by the concern about the fire risks of some plastics. Improved design, a higher level of prices and the possible extension of the "quality mark" system (already introduced for reinforced materials) should help to overcome the image problem. A more open attitude to the advantages and disadvantages of various plastics products, an education programme inside and outside of the industry, is helping to remove some of the suspicion.

These programmes are essential, for plastics materials and products have carved out an important market within world industrial markets. In the U.K. last year, for instance, the turnover in the plastics and allied industries was £2.2bn. when materials, products, machinery and tools are taken into consideration.

In general, the demand for plastics in Western Europe has more than doubled every five years while in Britain, growth in the boom year of 1973 was some 20 to 25 per cent.

The growth record of Britain is less impressive when seen against the background of the EEC performance as a whole. However, between 1964 and 1973, for instance, the production of plastics in the U.K. grew by 9.1 per cent against 24 per cent for Belgium, 23 per cent for the Netherlands, 18.9 per cent for France and 15.5 per cent for Germany.

To some extent, this performance was influenced by the late arrival of the U.K. into the EEC. International chemical companies building world-scale plants preferred to expand



Moulded plastic Tuffbins being produced at the Wolverhampton works of GKN Sonkey Plastics Division.

where the market was largest. This policy was brought home last year when, in the early months at least, the U.K. producers were unable to meet all the demand. Consequently the U.K. had a trade deficit in plastics materials of £150m. in 1974.

Investment

But it is not only the chemical and plastics industries which have failed to provide the U.K. with a fair share of investment. The plastics sector's performance points to the investment record of British industry at large.

Take the case of Germany which leads the European industry scene in both size and technology. Its increasing international business has been built on a base of a strong home market, where consumption of plastics on a kilogram per head basis has been growing at a rate of over 15 per cent. per annum.

Germans are now using some 79 kilograms of plastics per head of population as against 53 kg in the U.S., 48 kg in France and just 35 kg in the U.K. Indeed the U.K., partly because of historic ties and partly because of the common language, German companies, too, are considering building chemical plants in the U.K. which will produce and use plastics materials.

First, however, these companies must judge when the economic recession will end and at what speed the recovery will take place. The current market trends seem to suggest that the chemical and plastics sectors have hit the bottom and that they should see some signs of recovery in the last quarter with real growth coming early next year.

The rate of recovery is an issue of greater controversy however. On the face of it plastics in the U.K. is all set for an above-average growth rate. After all, it has the attraction of North Sea oil feedstocks and

chemical industry where, apart from U.K.-based companies, a number of overseas groups are looking to invest. The Americans in particular favour the U.K., partly because of historic ties and partly because of the common language.

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considerable leeway to make up in the consumption-per-capita stakes. Even in the depressed state of the motor industry, the makers of plastics components are winning new markets for automotive on technological grounds. The industry has also embarked on a number of specific research and promotion operations—in the car, toy, furniture, pipes and packaging industries, for example—in a bid to win a greater share of the component markets. These, then, are some of the positive factors.

The U.K. chemical industry plans to spend almost 50 per cent over the next three years more than double the recent investment performance. Much of this money will go towards providing extra capacity for plastics materials and feedstocks—ethylene and polyethylene, propylene and polypropylene, PVC and so forth. The plastics processing sector, which has been forced to postpone some capital spending projects, and capacity in the next five years.

Companies are doing all they can to stick to their investment plans. Whether they are able to depends on the length of the recession, whether inflation can be brought in check and industry's ability to earn sufficient returns on its business. Government clearly has a crucial role to play in creating the right climate.

The plastics industry is confident in its own abilities and its opportunities of turning North Sea crude oil into value added products. Its established record of innovation is now being supported by a strong marketing effort. But it will still look to the manufacturing industries at large to provide a thriving and receptive base for much of its growth.

Ray Daffer

On the negative side is the inability of industry at large to embark on all the investment projects it would like. Even chemical companies, which have been in better shape than most in the past couple of years, have been forced to postpone some capital spending projects.

Plastics companies, for their part, must expect some price resistance to certain products. Clearly the five-fold increase in crude oil prices has made plastics much more expensive. Consequently, there is likely to be fewer fridges, less multiple packaging and even thinner wrapping materials.

The whole, however, plastics have come through the energy crisis in good shape; all its competing materials have also gone up in price, some by even more than plastics. The comparative ease of processing and the lower density of plastic have to be taken into consideration in various materials.

The one crucial factor which may hamper the growth rate, at least over the next few years, is one of confidence in supplies.

Ray Daffer

Big problems for small firms

A FEATURE of the plastics processing industry is the sheer number of companies and the diverse interests they represent. The industry is full of small businesses—many of them entrepreneurs—healthy enough in itself. The problem comes in galvanising them into a marketing-orientated, business-sophisticated whole.

The National Economic Development Office, in one of its reports on the industry, recognised the problems. Some sectors of the industry, it said, needed a higher level of research and development effort, greater concentration on marketing, productivity-improving measures such as automation and better use of labour turnover. For many of these tasks the industry was "not well placed," it concluded.

Similarly there must be doubts about the industry's ability to finance the required investment, it added. In the same vein, the British Plastics Federation reported in February that plastics companies were facing "dangerous" business conditions and that they must make immediate and radical changes in management if the industry was to be maintained and developed. "It is clear that companies which are slow to change will find themselves in very serious straits."

The Federation has embarked on a programme which, it hopes, will strengthen management and marketing and consequently improve the performance of the industry. In a way, the work is an extension of what the BPF has been doing to improve its own effectiveness. In recent years it has been struggling for survival and some of the changes it has forced upon itself have been fundamental.

True though this may be, it would be a brave and fortunate company which could successfully introduce big price increases in the current depressed state of the market. On the other hand, without more realistic prices the industry finds it self held back in its investment programme—the key to higher productivity—and unable to carry out all the research and development it would like, or indeed, needs. (The processing sector alone needs to spend £800m. on new plant and capacity in the next five years, quite apart from its research and development requirements.)

Unfortunately, in this case, the plastics industry is inextricably linked with other major industries. Only 20 per cent of plastics output goes directly to the general public; the vast majority goes to companies in other sectors like packaging, construction, transport, electrical and electronics, and agriculture. It has been argued that the achievements—or lack of them—and investment record of British manufacturing industry in general is reflected in the consumption of plastics per head.

In the U.K. for instance, the consumption is 35 kilograms per capita—a far cry from the usage in Germany (70 kilograms), the U.S. (58 kilograms) or France (48 kilograms). Only Italy, among the major EEC countries, has a lower rate of consumption, with 32 kilograms per head. However, for the optimist

these figures hint at considerable growth potential for British manufacturers.

"I see no reason why we should not catch up with the French, and ultimately the West Germans, given the right economic conditions," said Mr. Brunley.

And there are signs, albeit very faint, that the worst is over for the European plastics market. At least, that is the opinion of Borg Warner chemicals, which is particularly involved in engineering plastics. It states that there are some signs of slow improvement in the plastics sector. And while car production remained in the doldrums the increasing usage of plastics in each car continued to grow.

The average use of ABS in Europe ought to be 4.1 kilograms per car this year, against 3.8kg. last year and 3.45 kg the year before.

Prospects for further increasing plastics use in automotive products are to be evaluated by one of a series of "market committees" set up by the industry, through the BPF. The committee will also come under scrutiny.

A programme aimed at improving the competitive position of the plastics packaging industry has been launched by the National Economic Development Office. In a similar way, the plastics steering committee of the Chemicals Economic Development Committee (Little, Noddy) said it was concerned about the low rates of investment and productivity in the plastics processing sector. The industry was "faced with some special difficulties because of the need to continue the relatively fast growth rate from a 'somewhat fragmented structure,'" it recognised.

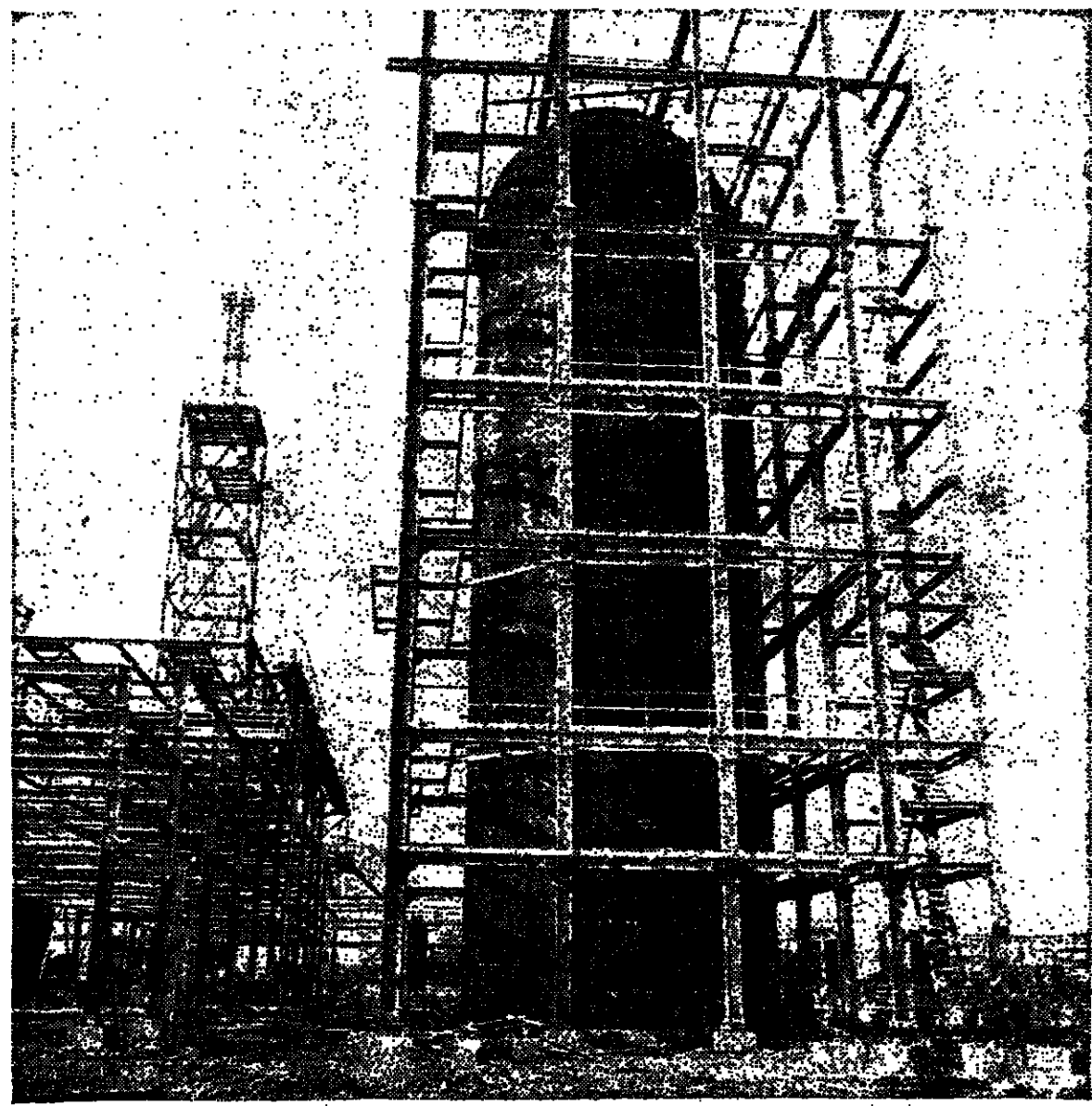
The programme is being directed by a panel of members from the plastics packaging and related industries, the BPF, the Trades Union Congress and the Department of Industry. Management consultants Imbicon/AIC have been appointed to help with the study.

Another industry study, this time covering the usage of plastics in toys, has already thrown some interesting light on the usage of plastic toys. Items under £1 were recognised in the year. If this is the case, it will mean, as being good value for money, items over £5 were also accepted as being worthy of the price tag. The image and marketing problem comes with the medium priced toys, according to the survey's preliminary findings.

Ray Daffer

Ray Daffer

A new, large industrial concern



Acrylonitrile plant: one of the largest reactors in Europe during its assembly.

Expansion and new plants: a European concern of international importance

Once the planning and building of new plants has been completed, Rumianca in Cagliari will become an industrial concern of international importance, both from the point of view of size and from that of technology.

Cagliari's plants will produce about 300,000 tons per year of

plastic materials, including high and low density polyethylene, polyvinylchloride and polystyrene, thus troubling its present output.

The main raw materials of the highly integrated concern will be: virgin naphtha and salt.

RUMIANCA

BRITAIN'S LEADING FABRICATOR & STOCKIST OF CORROSION-RESISTANT THERMOPLASTICS FOR BUILDING & INDUSTRIAL APPLICATIONS

BIRMINGHAM · LONDON · BOLTON · NORTH SHIELDS & PERTH

مكتبة من الأدب

PLASTICS III

Expansion prospects uncertain

SOPESTICATED guessing game is being played in the petrochemicals industry. The object is to accurately assess future demand for chemical raw materials, in particular the seeds and growth rate of the plastics industry.

The task is complicated by one of the deepest recessions in the chemical industry can remember—and it has always been a cyclical business at its core. This time the general economic recession has coincided with a large amount of overstocking on the part of consumer industries. Chemicals, such as plastics, in 1975 and 1976, were concerned that the tight supply and demand situation would worsen. They were also afraid that there could be further big price increases in the wake of the five-fold rise in crude oil costs.

But in the autumn of last year sentiments dramatically changed. Consumer demand was falling away and chemical users woke up to the fact that raw material prices would probably weaken. So new orders were drastically cut back while high stocks were used up.

The consequences can be seen in the amount of idle production capacity. Units for producing raw materials for plastics and textiles—the sectors worst affected by the recession—are operating at about 50 to 60 per cent of capacity (less in some cases). One of ICI's ethylene units—a 200,000-tonne-a-year cracker—was shut down in February for routine maintenance and is likely to remain closed until later this year. ICI says it cannot remember previously having to close a major plant because of lack of business.

The problem now confronting raw material suppliers is to gauge the level and speed of recovery in demand, and the ultimate level of business, once the current recession is over. The current thinking is that the industry should be seeing signs of relief in the last quarter of this year with improvement in

U.K. PLASTICS INDUSTRY (materials and semi-finished plastic products)—(£m.)

SALES	1970	1971	1972	1973	1974
Index	215.2	325.5	372.5	618.7	928.2
Index	100.0	103.4	118.2	198.3	294.5
IMPORTS	1970	1971	1972	1973	1974
Index	68.2	68.0	96.6	173.1	217.4
Index	100.0	99.6	141.6	252.6	463.1
EXPORTS	1970	1971	1972	1973	1974
Index	67.6	71.1	96.1	157.8	276.0
Index	100.0	105.1	142.1	233.3	411.2

Source: Government statistics and British Plastics Federation estimates.

trading conditions following in the first quarter of 1976.

European consumption of plastics grew by around 17.5 per cent a year between 1960 and 1970. It would be a brave man who puts his money on that sort of growth rate in the next few years.

A recent survey of the European chemical scene, by Baker, Weeks and Company, suggests that the industry is entering a more "mature" phase of relatively slow growth rate—of the order of 5 to 8 per cent per annum—in the next five years. There are a number of reasons for this prediction: the likelihood of lower GNP growth rate over the rest of the 1970s as economies adjust to the energy situation; the relatively high price of plastics; the high technical specifications of many plastics; and the new markets already created.

Trading

It is true that the current depressed trading conditions is hitting the plastics industry's research and development effort, which must in turn damage its ability to win future markets on technological ground, but studies undertaken by materials producers suggest that the increasing oil prices have not weakened the competitiveness of plastics. Other competing materials have gone up in price as well, often by much more than plastics.

And there is a case to be made in the U.K. for plastics still having a good deal of lost ground to make up. The consumption of plastics per head in the U.K., for instance, is less than half of that in Germany.

Given a favourable economic wind, the U.K. might expect a higher-than-average growth in petrochemicals, thanks to its indigenous, North Sea supplies of oil and gas. A number of international chemical companies—particularly Americans—have been looking to the U.K. as a base for future European operations.

Now that the referendum is out of the way it would seem reasonable to assume that some of these companies would turn their interest into more positive action. It was interesting that during the referendum debate Mr. Roy Hattersley, Minister of State at the Foreign and Commonwealth Office, mentioned six industrial projects which might be cancelled if Britain voted to leave the EEC. Four of the six projects involved chemical companies—two American, one Italian and one U.K. concern, although some of the companies disputed Mr. Hattersley's assertions.

Some doubts must still remain about the Government's attitude to the use of North Sea hydrocarbons, however. Will it positively encourage the conversion of oil and gas into value-added chemicals, for instance? The

Chemical Industries Association which represents plastics material producers among others, has called on the Government to provide them with assured supplies of North Sea feedstock at a "competitive" price. Sections of the plastics industry, in particular the processing sector, have gone further, however. Mr. Tom Honess, chairman of the British Plastics Federation's economics committee, has said that the chemical industry should get relief on the Petroleum Revenue Tax content of the price of oil destined for petrochemicals.

Benefit

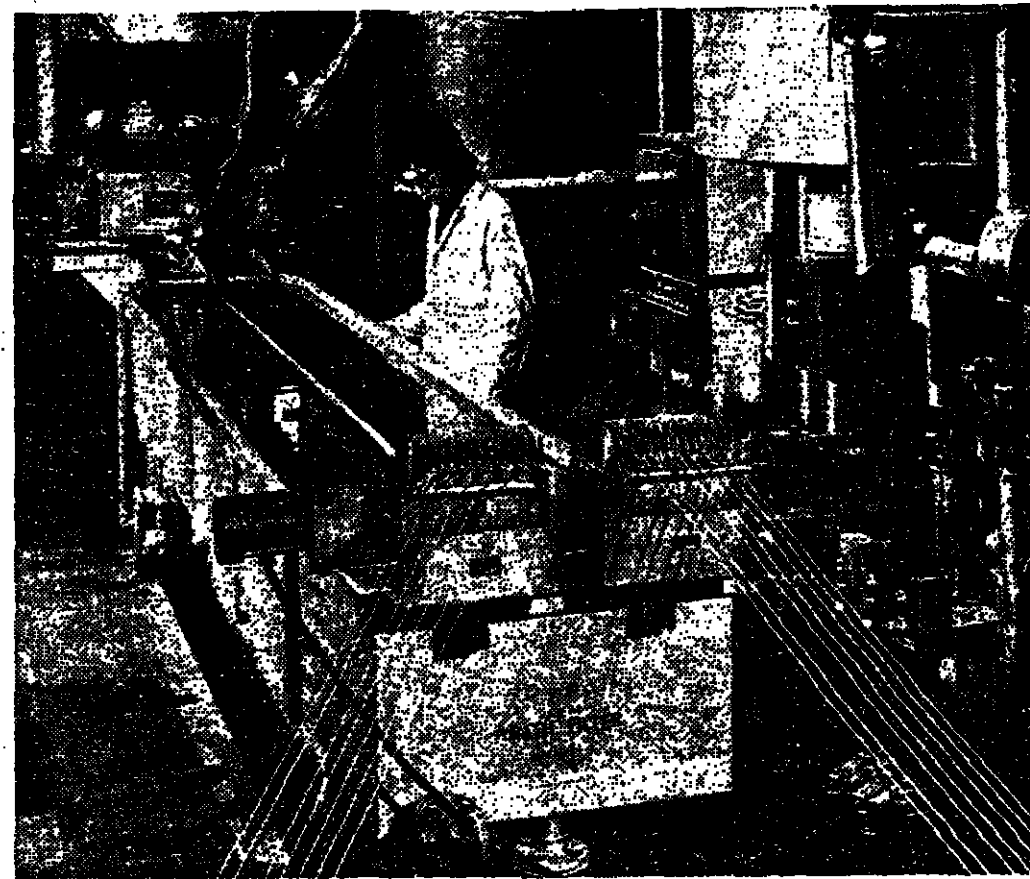
The chemical industry, he said, was expected to need some 3.6 per cent of North Sea oil supplies once production is fully under way. Certainly companies with oil and chemical interests, like ICI, Shell, BP and Esso, should benefit directly from the development of the North Sea. Through its interests in the Ninian Field, ICI, for example, has secured between 20 and 25 per cent of its future oil and petrochemicals feedstock requirements. This is one reason why the group's chairman, Mr. Roland Wright, sees the U.K. remaining a strong and healthy base for international operations. Of ICI's proposed sanctioning programme of a record £415m. this

year, some £230m. is earmarked for the U.K.

Mr. Eddy Lelyveld, a director of Shell International Chemicals, told the World Petrochemicals Conference in London earlier this year that the European chemical industry needed to invest \$40bn. to \$50bn. over the next ten years although its task was being hampered by increasing Government intervention. He cited conditions in the U.K. where price legislation raised numerous anomalies. At one time, for example, there were at least four approved prices for polystyrene in the U.K.—£195 a ton (in the case of Shell), £313, £320 and £350. (The system has become more rationalised in recent months as the recession has tended to dampen demand and level the pricing structure.)

Anomalies and problems also existed in other European countries, however. Mr. Lelyveld said that in some countries dialogue towards a co-ordinated policy was quite inadequate. So where is the industry to invest and, for that matter, how much notice must it take of developments in the Middle East? The same conference was told that the Arab states had already taken firm decisions to build \$22bn. worth of refineries, chemical plants and gas liquefaction plants. Additional projects worth another \$31bn. are said to be under consideration. If all these projects materialise, and the established producers continued to invest at past levels, there could be a massive glut of petrochemicals on the world market: a return to five years ago when over-investment led to price-cutting and punitive profit levels. As it stands, the Western World is unlikely to feel the real impact of the Middle East's chemical plans until the mid-1980s. In the meantime it is a case of "carry on investing."

As usual, most major petrochemical companies are evaluating important projects. In years—a decision on the first of these could come in the next six months or so.



Nylon 6 threads after passing through the cooling tank from spinnerettes beneath the polymerisation column at the rear at the Oldbury factory of British Industrial Plastics.

According to Dr. Arthur Taylor, chairman of ICI's petrochemicals division, there is likely to be an important shift of production balance within Europe, with the U.K.—helped by North Sea oil reserves—enjoying a faster growth than most. He expects U.K. ethylene capacity to grow from the existing 1.5m. tonnes a year to 4m. tonnes a year by 1985 compared with a growth of perhaps 62 per cent in West Germany and 71 per cent in Benelux and Northern France, and 111 per cent in the South of France and Italy.

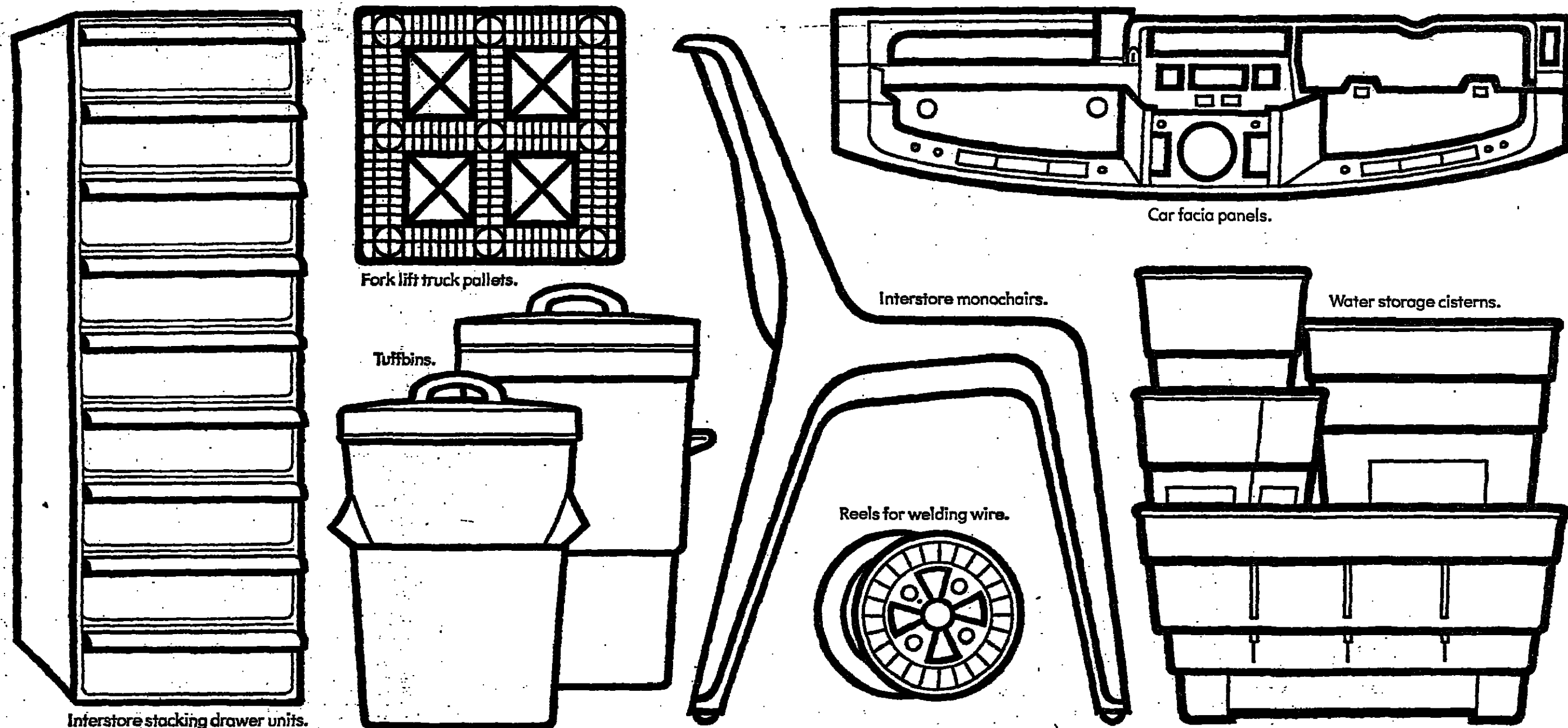
Of course, these projections will be altered and influenced by the rate of improvement in economic conditions. Having learned from the past, the materials producers are anxious that they should not be too adventurous. They have found a tight supply situation leads to higher profits than a clear buyer's market. On the other hand they do not want to create a shortage of materials which could undermine confidence in plastics and other chemical-based materials and so hamper

long-term growth prospects. In short, they are trying to walk a tightrope, blindfolded and battered on all sides by unpleasant trading conditions.

Mr. Lawrence Waddams, division manager of marketing services with BP Chemicals, said recently that he doubted whether effective ethylene capacity in Western Europe would exist for more than 17.5m. tonnes in 1980, just about enough to keep up with demand. It may well be shown that current investment plans were falling behind prospective demand over the longer term, however. Confidence in the chemical business would return rapidly in early 1976, he said, and consumption could overtake capacity fairly quickly. The relative lack in investment in some major building blocks would become apparent.

Mr. Waddams was projecting an average annual growth rate for ethylene of 8.5 per cent. Before the current market position the industry was projecting a growth for ethylene of nearer 11 to 12 per cent. The real growth rate is at the centre of the present guessing game.

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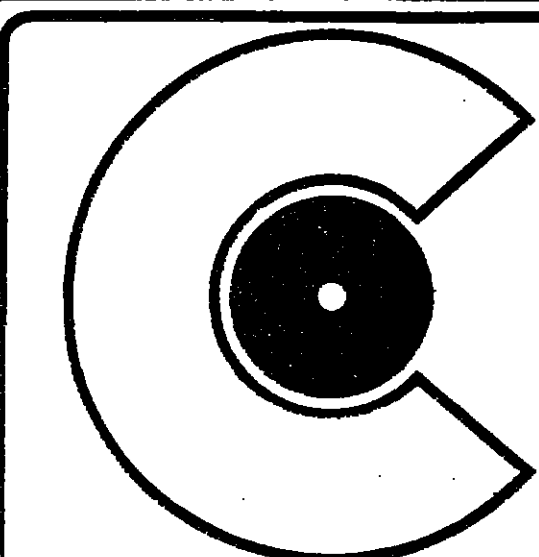
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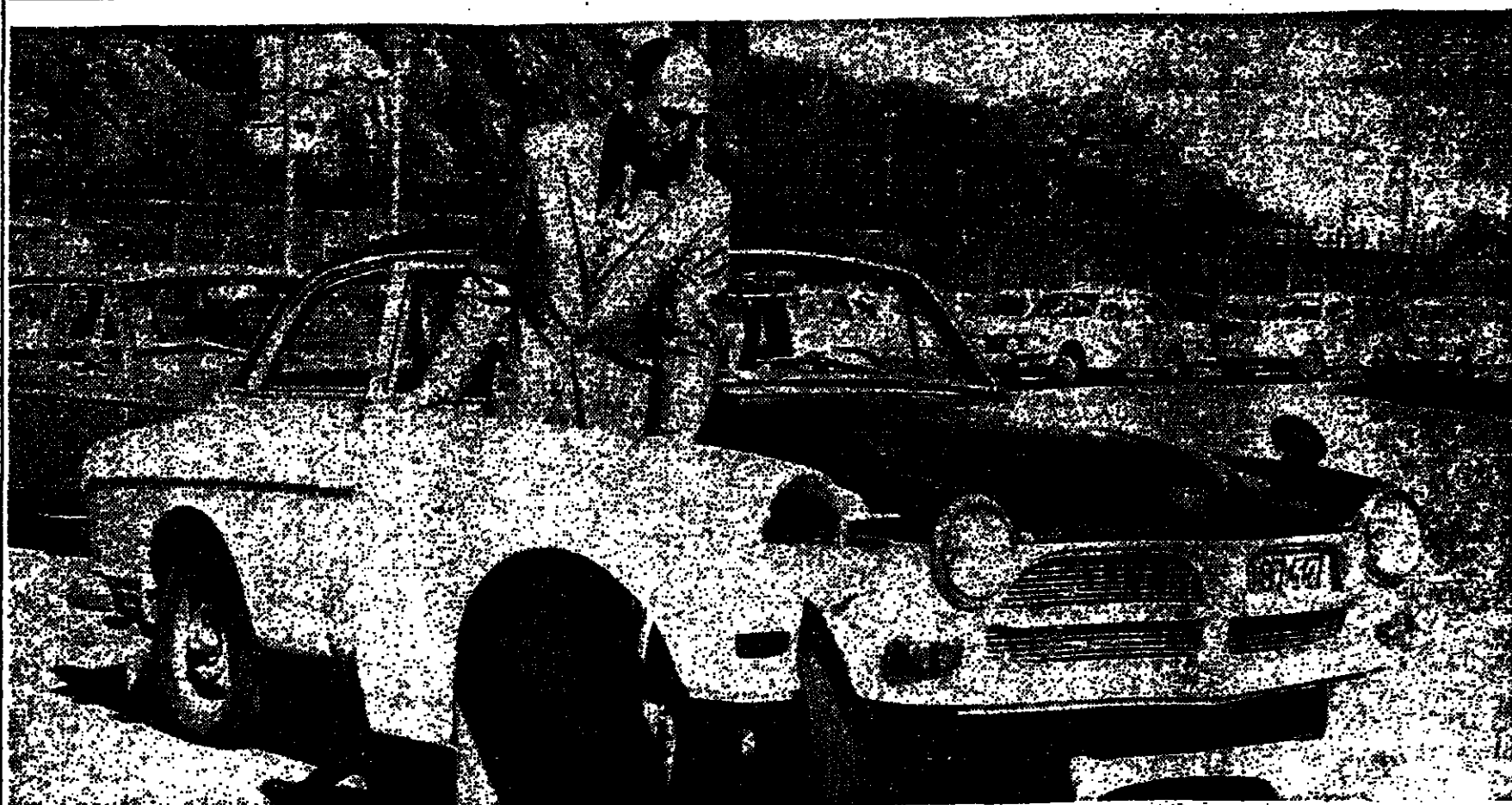
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PLASTICS IV



Replacement demand for front panels and wings for the Volvo Amazon—a model no longer in production—is being satisfied by parts made from Cycloc AB, a tough, light and non-corroding engineering thermoplastic from Borg-Warner Chemicals.

Pressure on the processors

PLASTICS PROCESSORS—those who produce products and components from plastics materials—have perhaps felt the impact of recent problems more acutely than those involved in other branches of this industry. Huge increases in oil prices, for instance, coupled with the problems of keeping pace with booming demand are felt particularly by a sector that embraces components suppliers and those who sell direct to consumer markets.

This diverse and rather fragmented sector of the plastics industry has stood up to the pressures of rising prices quite well, but the problem on raw materials has not been confined to oil or other price increases. Shortages have played their part too. Aspects as seemingly remote as a shortage of natural gas in the U.S. have affected prices, and the call for lead-free petrol, in Germany for instance, led to an increased use of the aromatics necessary to make 5-star petrol. The resultant lack of aromatics was felt by the plastics industry because the shortage caused a shortage in styrene-based polymers, and this produced a chain reaction of shortages of other plastics used in lieu. There was also recently a shortage of PVC.

Historically over-production and over-capacity brought depressed prices to the plastics industry until fairly recently and there was a slowdown in plant building as a result. However, demand for plastics has doubled every five years in more recent times, to catch up constantly with plant capacity.

These features of the plastics business have not shown themselves very obviously in terms of prices for consumer goods employing plastics components because of the great inflation in labour and transport costs. The price of the basic plastics material has increased by only a small margin when compared with other costs. So the processors have been able to cover the

increases with little adverse effect on their markets. The factors that most concern plastics processors in the long term are more fundamental. Because of the fragmentation of this sector it is difficult to generalise, but much of the business is still organised along lines outlined by the NEDO Report on this industry back in 1972.

Loading

Describing the structure of processing sector, the report said many processing companies started business with the simple market strategy of making components to order. It pointed out, what is still true today, that "some processors are essentially contractors of a machine time who want the highest level of machine loading, which they can get by selling in different markets."

As the report concluded, this means the processor cannot have detailed knowledge of each market and can only use price or delivery terms to attract and keep customers. It was suggested that the adoption of a marketing approach would lead to a greater understanding about the customer's design, performance and service needs, with obvious advantages. The usefulness of market research was also reaffirmed.

It is interesting in this connection that apart from increasing its work in the latter field, RAPRA (Rubber and Plastics Research Association) has now

set up a Polymer Products Design and Development Centre and has announced an intention to add 10,000 square feet to its facilities specifically for the purpose of establishing a central point for large scale plastics engineering.

Critical to the setting up of this centre, say RAPRA, was the need expressed in the NEDO Report, and this is certainly the kind of facility a processor could utilise for investigation of markets, design, prototype production, process selection, etc.

There is, however, another side to this coin of opportunity, and this is the undoubted pre-emptive use of plastics that is sadly found in many industrial fields. Indeed, it is odd that while successive generations of consumers are ceasing to regard plastics as "cheap and nasty," there is still some resistance in industry.

Luther Bradbury, Sales Director of the injection and custom moulding division of Stadium Ltd., feels that in the trade moulding business this is preventing the realisation of full potential. As he puts it, the design department of a washing machine company, motor manufacturer or electronics supplier, will specify the components to be made of plastics in advance, and invite trade moulders to compete on price for the contract.

Trade moulders, says Mr. Bradbury, are expected to be competitive on the tooling as well as on the unit costing, for

although the tooling may be recently become something of a headache for processors concerned about their public image. In the eyes of the industry, the argument about saving oil by recycling the waste plastics of discarded cartons and bottles is somewhat unrealistic in view of the fact that only about 1 per cent of oil consumed goes into plastics. While the economic case may not be strong, the environmental one is, but processors are likely to be most responsive to any steps towards the saving of waste in production. That is quite another matter.

The same story seems to have been told for many years now. Plastics processors feel their material has enormous potential, even in excess of that already being realised. Yet there is a feeling that processors have not been aggressive enough, and as suppliers have tended to take a rather passive role. At the same time industry is still slow in some areas to accept a material that has established itself beyond doubt as much more than a "cheap substitute." It seems remarkable that this is still said in 1975, but Luther Bradbury, for instance, is not an isolated voice.

Processors can still talk about untapped markets and new opportunities, and for the British processor confirmed EEC membership presents an opportunity for expanding market areas as well as applications.

The recycling issue has been highlighted this too: "The plastics industry sees the lack of knowledge of industrial buyers and specifiers as a big obstacle to faster growth."

As has been implied, among consumers there is a greater acceptance of plastics products and their bad reputation as a cheap replacement material is dying out. This process of greater public acceptance has been aided by the industry's responses to concerns about fire hazards, and the environmental issue.

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Increasing emphasis given to safety

IT IS noticeable that the plastics industry has adopted a much less "dog-in-the-manger" approach to environmental and safety problems in the past year or so. Individual companies and organisations like the Plastics and Rubber Institute and the British Plastics Federation now seem more willing to come out into the open, to debate the issues which concern the man in the street.

This does not imply that the problems were formally swept under the carpet. The Plastics Institute, now merged into the PRI, had always displayed a strong sense of social responsibility, for example. But the industry in general did tend to adopt a low profile when things went wrong.

As a science-based, technologically-sophisticated industry it has always faced misunderstanding and suspicion from the general public. For much of its history its marketing effort was dogged by the image of "cheap, somewhat nasty and inferior" plastics which emanated from some of the applications for inexpensive materials. Improved product designs, a greater public awareness of the benefits of plastics and some fairly hefty price increases have gone some way towards dispelling the image problem.

Now the industry finds itself faced with public concern and, in part, a lack of confidence in the safety of certain plastics, has featured prominently in newspaper headlines in the past year following the discovery that more than 25 workers in PVC plants (including two in the

U.K.) had died from a rare form of possible liver cancer. Each had been subjected to exposure to high levels of vinyl chloride gas over a prolonged period. Apart from risks to production workers, the incidents raised questions about the possibility of vinyl chloride contaminating food and drink packaged in PVC containers—all the makings of a sensational scare story, in effect.

And yet the industry is satisfied that the majority of reporting has been responsible and professional—a point made by Mr. Barry Barnes, chairman of the Chemical Industries Association's vinyl chloride committee, last month.

The editorial results were an "encouraging" outcome of the industry's attempts to give the fullest possible information of the issue. It was also an acknowledgement of the concentration by Government and industry (both managements and trade unions) to minimise the risks, he told a joint BPF/PRI conference in London.

A massive engineering programme is being carried out by the four U.K. producers of PVC (ICI, BP Chemicals, British Industrial Plastics and Vinatec) to reduce the levels of vinyl chloride gas in plant atmospheres. The total cash cost to the industry of all these modifications when completed will be close to £9m. In addition, process changes have led to a capacity reduction of between 5 and 10 per cent, and the replacement of this lost production will require a further investment of at least £4m.

Thanks to a constructive, co-

operative programme on the part of the Government, management and unions, an acceptable interim hygiene standard has been laid down in a new code of practice covering PVC production. The working environment must not exceed 25 parts per million of vinyl chloride gas throughout a shift and, at no time should a level of 50 ppm be exceeded. The code also states that companies should strive for zero concentrations wherever possible.

Latest figures show that the overall concentrations in the seven U.K. plants in spring this year was down to 5.7 ppm on average, although one plant was showing a reading of 12 ppm.

Mr. Barnes pointed out at the conference that to meet the 25 ppm limit it was essential that plants should be operated at a basic level below 10 ppm to allow for occasional peaks. But clearly much has been achieved in a relatively short time. In late 1974 the average of the seven was 11 ppm while in mid-1974 the figure was 22.8 ppm. But even then the exposure levels were a far cry from, say, 20 years ago when atmospheric concentrations might have been as high as 1,000 ppm.

The plastics and chemicals industries are also continuing work to reduce vinyl chloride monomer content in bottles and thus in food and drink. The monomer concentration in CONTINUED ON NEXT PAGE

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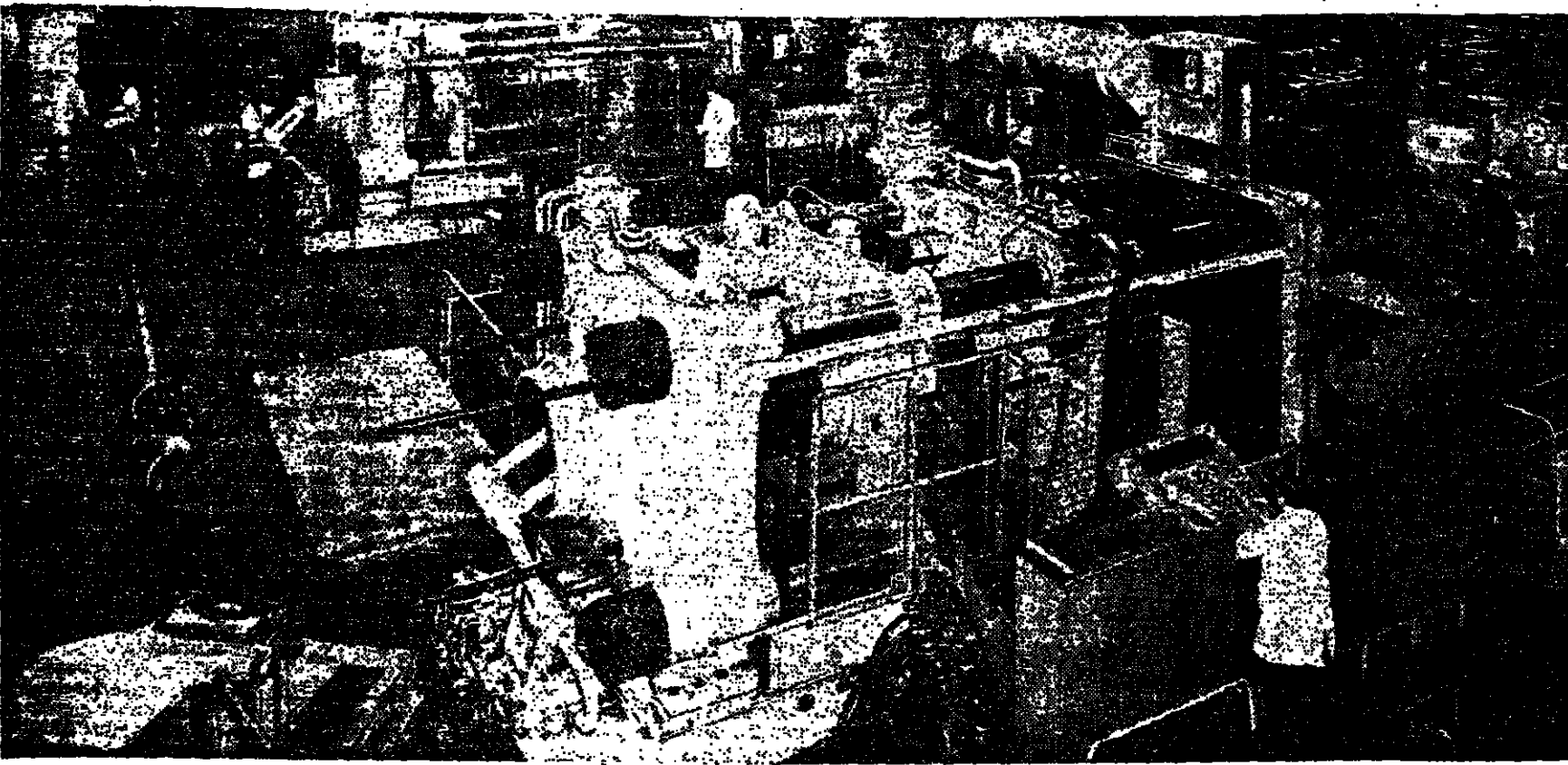


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PLASTICS V



Plastics injection moulding machines at the Wolverhampton works of GKN-Sankey Plastics Division.

Machinery makers look overseas

COMPARED WITH the £2.2bn market for plastics, the U.K. market for plastic machinery is relatively modest at around £35m. The same thing can be said of the machinery producers when they are measured against some of the giant concerns in the plastics business. Only a small handful of plastics machinery manufacturers throughout the world can count on a normal annual turnover of more than £20m. And no U.K. company is among that group although the country has some concerns which are, in the industry terms, of a good size.

In the U.K. the plastics machinery makers tend to be companies within larger groupings usually part of an engineering combine. As long as three years ago a National Economic Development Office report on the plastics industry and its prospects suggested there was need for further rationalisation among the machinery manufacturers.

It pointed out there had been a regrouping of Common Market manufacturers and that the machinery makers faced strong international competition, particularly from West Germany, Italy and the U.S.

Change

But the only major change in the industry's structure since that report has been the merger between Bone Cravens, a subsidiary of John Brown, and Daniels Hamilton, previously part of the Unochrome International group. Bone Cravens and Daniels Hamilton were already two of the large plastics machinery makers in the U.K. and the arguments presented by the Boards of Brown and Unochrome at the time in favour of the get-together was that it "will establish in the U.K. a major plastics machinery manufacturer of a size capable of competing successfully in world markets." Even so, the combined Bone Cravens-Daniels business has a turnover probably in the region of £10m, only half that of the industry's major concerns.

For the U.K. manufacturers, last year was a good one for sales. Every British manufacturer was fully occupied and at the same time there was a

high level of imported machines flooding into the country. Orders sailed off at the end of the year and have now fallen by up to one-third on the level of a year ago. Particularly badly affected are orders for injection moulding machines.

The U.K. downturn in orders followed behind the onset of recession for the industry in Japan and the U.S. The result last year as far as the balance-of-payments situation was concerned was depressing and to some extent seems to justify the warning in the NEDO report that there are gaps in the range of machines built in Britain—principally in blow moulding and thermofforming machines.

Imports of plastics machinery in 1974 were £25m, or nearly double the figure for exports in the same period. There were a number of reasons for this situation, one important factor being the long delays on the delivery of British-made machines, delays which in some cases stretched out to 18 months.

At the same time, this in an international business and no one country can attempt to produce all the machines that are required by the plastics processing industry. What is disturbing, however, is that the high level of imports has continued for some years now.

The PMDA (the Plastics Machinery Distributors' Association) has pointed out, in this context, that it is often said that other countries see the benefits of new materials and ideas more quickly than Britain and as far as plastics are concerned this has certainly been true. The traditional industries based on natural materials available in the U.K. have continued longer in this country, often to the exclusion of new developments in new materials.

Taking a look at two of the successful exporters of plastics machinery, the PMDA said that Germany had always been a country anxious to develop processing machinery and it was quick to see the obvious advantages of expanding its machine tool industry to cover plastics processing machinery as well. Large German companies set up plastic machinery design teams and in a short time produced results of a high standard. New

plastic machinery divisions were thus created within large groups.

It must be said, the PMDA suggested, that few British machinery manufacturers have their own production division using their own machines and thus must rely on a feed back of information concerning the machines' performance from their customers. Germany also has a good exhibition programme which is extremely popular with British buyers and past U.K. exhibitions have not matched the standards set by that country.

Italy

Many Continental companies offer machines plus tooling as a package deal, based on their own in-plant operation, and in this way relieve the customers of the responsibility of matching the machine from one supplier with the tool from another. In both Germany and Italy, for example, the machine and tool are run together and an acceptance trial is run before despatch.

Italy, one of the largest suppliers of extrusion equipment for plastics, seized on plastics as its first almost home produced material. The national extrusion skills with pasta and so on were well established and they were quick to transfer this skill to the plastic production. Just as important, the Italians developed a healthy home market for plastic products—the essential support for an export expansion. So on the face of it the Italians and Germans have a more solid domestic base from which to launch their export efforts.

However, with the industrialised world entering this latest recession in step, the U.K. manufacturers have been looking for exports to places like the Middle East, Eastern

Europe, Africa, South East Asia and so on. And they are winning orders in spite of the keen competition from Italy and Germany.

A possible further threat to the U.K. manufacturers—and to the balance of payments—has come with the trade agreement reached with the Soviet Union as a result of Prime Minister Mr. Harold Wilson's recent visit. As part of that agreement, the USSR will be exporting plastic machinery to the UK in return for the purchase of instrumentation equipment (the control machinery for the plastic machinery). This idea has not pleased the U.K. manufacturers. They know from their experiences with East Germany that the Communist bloc's ideas about pricing are very different from those in the Western countries.

For the future, the British manufacturers of plastic machinery believe that there is plenty of room for re-equipment in the U.K. A recent survey carried out by Chilton Machinery, of Watford, for example, showed that on average production machinery in U.K. was more than five years old. A similar survey in France revealed that few companies were using machines over three years old and in Italy most of the equipment in use has been installed since 1972.

Says managing director David Green: "Even where investment in new lines is ruled out, output can still be increased, costs reduced and efficiency and profitability improved by the addition of enhancements to existing machines."

Certainly this is an industry where technology moves very fast and a five-year-old machine's performance will lag well behind that of the latest model. Output from machines doing the same job has doubled in less than ten years. But

this very swift change in technology sometimes acts as a brake on sales in the U.K. because potential customers hold off just to see what the next innovation might be.

Most people in the industry expect the drop in trade experienced at the end of 1974 to continue right through 1975 and the mid-1975 figures could even show trade at only half the level of last year. Summing up the situation, Mr. Keith Johnston, vice-president of the British Plastics Federation and managing director of Bone Cravens, commented: "It is very difficult to be optimistic at the moment. But the export markets are looking good and the machinery makers are going out to get orders—and succeeding."

Kenneth Gooding

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Safety

CONTINUED FROM PREVIOUS PAGE

beverages is now less than 0.01 ppm compared with 0.1 ppm a year ago. A year ago the Chemical Industry Association, in trying to allay public concern about these minute quantities, pointed out that it would take a life span of 50,000 years for anyone to absorb 1 oz of vinyl chloride.

Last year the BPF's biological safety committee published a code of practice on "plastics for food contact applications." As yet the section on PVC contains no standards for residual vinyl chloride monomer—comparable with that for residual styrene in polystyrene packaging, for instance—but there is no doubt that this will come.

Guide

The BPF is also actively working to inform and educate customers, public authorities and regulatory bodies about the burning and ignition characteristics of various plastics. For example, it is producing a simple guide to identify potential fire hazards in furniture.

The need for this was clearly demonstrated a few months ago when the industry heard that the Greater London Council had stopped buying polypropylene chairs and, furthermore, had informed other authorities about the fire risks of such furniture. The GLC's action was threatening a £14m, a year market for polypropylene.

After some fairly heated exchanges between the industry and the GLC discussions about the safety aspects have now got under way. It is believed that council officials are concerned about two particular safety aspects of the chairs—the ease with which they can be ignited (a worry with rising vandalism) and their burning behaviour when stacked. For its part the industry points to the chairs' "safe-in-use" and strength properties and their resistance to mechanical damage.

With modern chemicals and production techniques it is possible to alter the flammable characteristics of plastics but it must rest with customers and manufacturers to agree on the most suitable material for the job. This was one of the lessons learned from the Summerland disaster. It was one which was re-emphasised by the restriction imposed by the GLC on the uses for polyurethane ceiling board, again because of fire risk considerations.

ICI, which has been supplying the board, said that it had been agreed that in future the alternatives and options would be measured. It pointed out that the material still outperformed many others in terms of fire safety. "The view is one of 'horses for courses'; the best material for the job." That sounds like the right maxim for the industry as a whole.

Ray Dafter

PLASTICS VI

Need for more investment in exports

THE BRITISH plastics industry exports about a third of its total production. But this remains a modest achievement that could be considerably improved with a little more drive, official encouragement, and private investment. Overall, it is a relatively buoyant and comparatively optimistic sector that appears to have reached the bottom of its sales trough and is now straining towards a new crest of prosperity.

Manufacturers of petrochemicals and polymers had a good year, but could have done better. Conversely, machine exporters had a bad year, but it could have been worse. Nevertheless, many companies engaged in the manufacture of raw materials, plastics components and semi-finished products, machinery and ancillary equipment now expect a return to something like normal conditions towards the end of the year. Others, at least, expect an upswing in sales.

Few companies and industrial observers were really surprised by the announcement, therefore, that the first quarter's export sales of plastics and other chemical-based products were 31 per cent up on the corresponding period of 1974 and reached a record £571m.

For the plastics industry was one of the first sectors to be drawn by last year's events into the renewed exports offensive, encouraged by the higher priced demand from overseas and the anticipated downturn in the domestic market.

Even allowing for inflation, it was claimed that this increase in exports represented a substantial victory for the industry in the face of world recession and prevailing economic gloom in Britain. If exports in the first quarter were really up by

nearly a third, it was argued, this performance could be taken as a healthy indication of the plastics industry's capacity to ward off the worst effect of the general economic decline in Britain. Very few companies, in fact, had laid off workers or closed their books. Even the smaller and medium-sized companies were, and still are, holding their own, and daily announcements about record profits and overseas sales are continuing.

Nevertheless, there were anomalies. For instance, the pre-tax profit of ICI, whose record exports last year topped £100m., fell by a third in the first quarter and tended to confirm the continuing slide in world-wide demand for chemicals. Overseas sales were down, in fact, by at least 15 per cent.

Some leading firms, consequently, challenged the claim that plastics exports were up in the first quarter by as much as 31 per cent. And it certainly needed to be pointed out that while sales were up, tonnages were down. However, few petrochemical and polymer manufacturers in this sector expected to achieve anything like the bumper quarterly sales of 1974. In any event, ICI's export decline is thought to be in line with the average for other multinationals in Europe.

The latest available export figures for chemicals, including polymers, also tend to confirm the continuing fall in world demand, but they may also reflect a fall-off in salesmanship after last year's bonanza. Seasonal adjustments show the value of chemical exports fell by 7.5 per cent, from \$585m. (November-January) to \$540m. (February to April). April's provisional level is put at \$170m. compared with \$188m. in March and \$184m. in February.

The chemical exports volume index indicates an even steeper fall, about 10 per cent, to 146 for the first quarter against 162 for the previous three months. The April index fell to 136, compared with March (150) and February (153).

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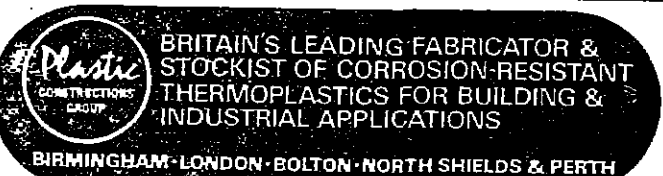
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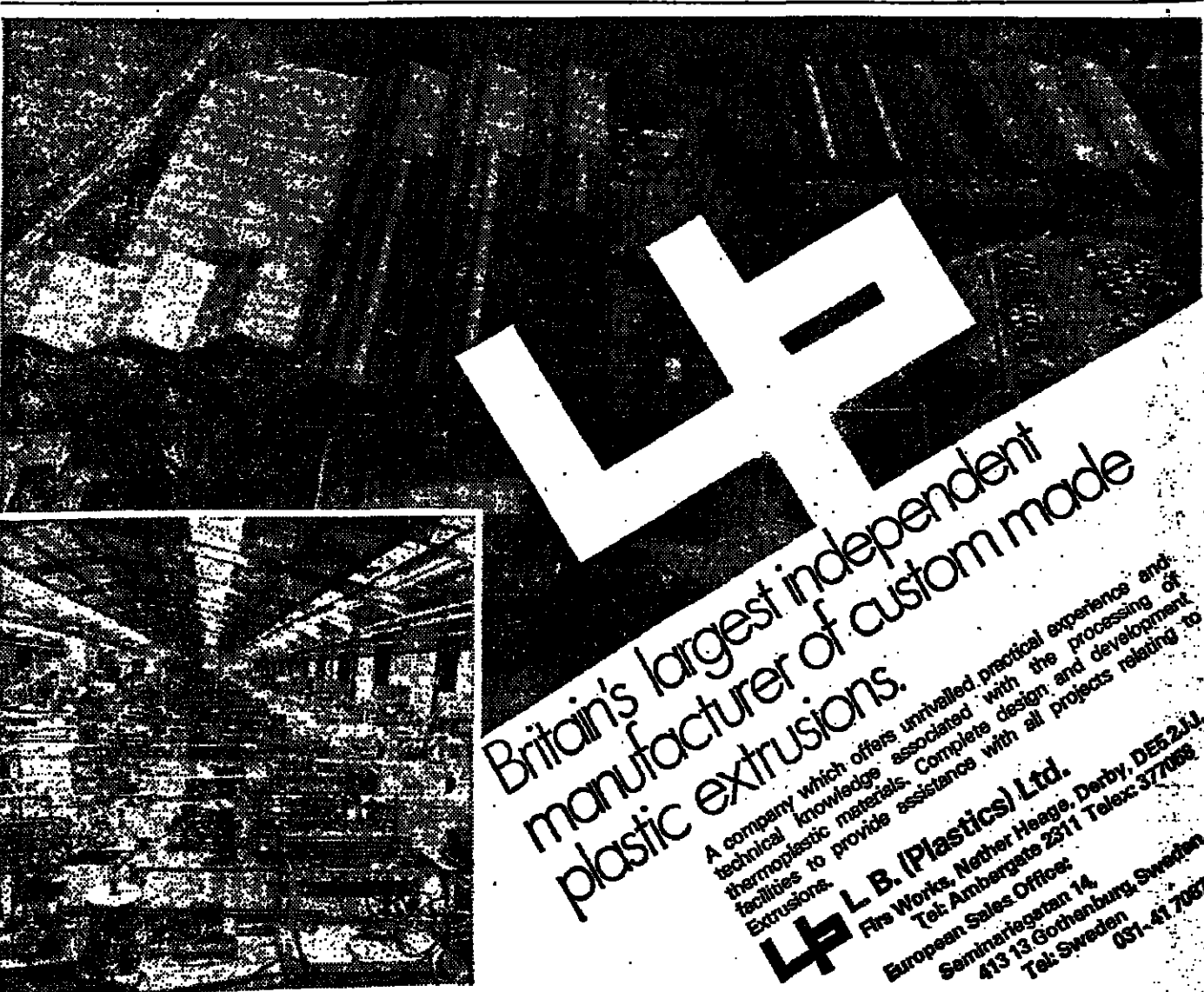
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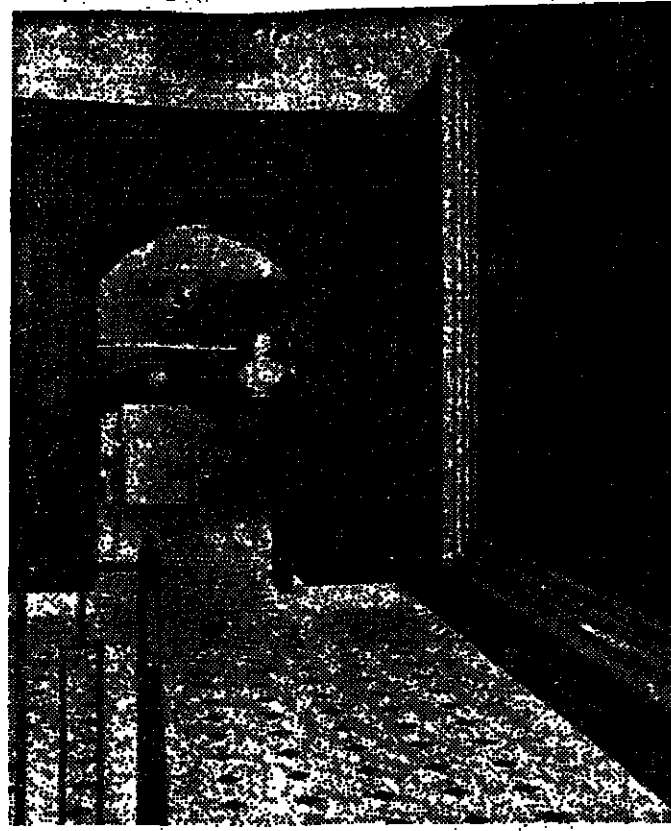


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"Cushionfloor" vinyl floorcovering—a product of Nairn Floors, a subsidiary of Nairn Williamson—in one of the corridors of Stratfield Saye, country estate of the Dukes of Wellington.

tempting market, nor do they push their wares and technology in scores of international fairs and exhibitions. Many of them, unfortunately, appear to lean too heavily on the annual industrial fair, such as this year's Kunststoff 75 in Düsseldorf, while their foreign rivals mop up orders at countless regional shows around the world.

The British Plastics Federation is significantly seeking to alter this traditional attitude. It is encouraging its members to take advantage of trade and technological fairs around the world through joint ventures with the BOTR, London Chamber of Commerce, and agency services now being offered by the Federation.

The urgent need for investment in overseas selling and marketing was abundantly apparent when this revitalised trade association sought to book space for the first time at the trade fair in Beirut. Italy's Assomacoplast, it was found, had already taken about a third of the show-ground to reinforce its grip on the machinery market in the Middle East and Eastern Mediterranean.

Nevertheless, the BPF now has its foot in the door to new markets. "All we want now," said a spokesman, "are companies to get off their bottoms and go out and sell."

This is a timely warning, perhaps, as the overseas markets for materials and machinery are now under heavy assault from Germany, Italy, France, Japan and the U.S. Some are steadily diminishing, too, as traditional client nations develop or expand their own plastics and petrochemical industries.

Take Israel, for example. Some £200m. is to be spent over the next five years to considerably increase the production of ethylene, polyethylene, styrene, polystyrene, and p.v.c. Britain was, and still is, the principal supplier of materials to this dynamic market, but it may soon itself become a target for exported "sophisticated" polymers and technology from Israel.

British machinery firms have, meanwhile, won little more than

a foothold in Israel, whose needs are instantly met by on-the-spot salesmen from Italy and Germany.

Some U.K. machine manufacturers are, it seems, simply content to fill their order books with sales generated at the annual fair, whereas their foreign rivals continue to push and sell in all parts of the world with the clear intention of expanding their plant and operations in order to win an even larger slice of the international market.

Stimulate

This is the kind of attitude that must be emulated by Britain. And it is for this reason that the BPF, and Plastics and Rubber Weekly have combined forces to stimulate capital investment and overseas sales through export seminars and new trade intelligence services.

There are an encouraging response from the plastics industry, but the need for a major policy re-think by a majority of exporting companies remains apparent.

The British plastics companies' export achievements, however, are not diminished by these implied criticisms, especially when compared with the

less impressive performance of other sectors of industry. In fact, constitute almost a quarter of the export surplus of all manufactured goods in the U.K. With a gradual easing of the world recession, especially in the automotive and building sectors, plastics materials can be expected to move third in terms of international growth and development.

Some even now are expected to make great strides. World-wide demand for polypropylene, for instance, is now running at around 2.5m. tonnes. By 1980, it is estimated that total world wide consumption will be as high as 6m. tonnes.

Last year's bumper production of the industry have, of course, given the leading manufacturers of polymers, plastics products and processing machinery a sound base for a further, if not massive, assault on the beckoning markets of the Soviet Union, Eastern Europe, Middle East, Gulf, North and West Africa, and the EEC, where the crude balance of trade in plastics worsened last year by £31m.

But is the industry big enough to invest more of these profits in exports in the face of diminishing markets in some areas and fiercer competition from its foreign rivals? Trade Minister Peter Shore and Parliamentary Under-Secretary Eric Deakin, active in drumming up overseas opportunities for the plastics and petrochemical industry, have both called for heavier investment in exports, but what has been the response from this sector?

Characteristically, U.K. petrochemical and polymer manufacturers have expressed an encouraging vote of confidence in the growth potential of the plastics industry here and overseas with a forecast capital investment programme for this year of around £540m., compared with £390m. in 1974, and this could rise steadily to £780m. in 1976 and £870m. in 1977.

The industry's spokesmen are careful to make the point, however, that these forecasts are based upon the intentions, not decisions, of petrochemical and polymer companies. As some of these investment plans appear to rest on the outcome of irritant political issues and arguments outside the control of the industry, such as price controls and excessive taxation, there is an ominous undertone to this statement that has not been lost on the Government.

Martin Trowbridge, director-general of the Chemical Industries Association, has reinforced the message. "Govern-

ment has a significant part to play in creating the right environment for long term decision-making," he told a news conference, pointing to the continuing problems of rapid inflation, cash flow, and restrictive legislation.

Similar statements and inferences by other leading spokesmen for the chemical industry, including Mr. Ralph Bateman, president of the CBI, may be seen as sharp reminders to the Government. They should not be regarded, or used, as excuses to curb investment or production—a political threat that seems to be implicit in some company reports and statements.

Nevertheless, it is a fair assumption that the industry is holding well to its present course of "maximum investment" in plant and production capacity, which ensures a solid base for export operations.

So, what of the future? With polymerisation reactors being planned and built all across the oil-belt from Algeria to Iran, Britain faces a serious challenge. And it does not take a vivid imagination to foresee the introduction of ethylene, propylene, and other production units on desert sites in the Middle East, Gulf, and North Africa.

Initial transport of liquefied monomers will, undoubtedly, be replaced by shipments of bagged pellets of polymers and plastics, manufactured under licensed technology and to the precise specifications of the West.

Indication

The Financial Times' World Conference on Petrochemicals gave some indication of the scale of this development programme and other conferences since have shown how the industrialising, off-producing nations will overcome fundamental problems, such as the lack of planning experience, skilled management, trained labour, marketing know-how, and sophisticated technology.

While the feasibility of these projects continues to be discussed in Britain, international engineering and plant construction firms are winning process design contracts. The Badger Company Inc., for instance, has already submitted its plans for an ethylbenzene and styrene facility at Bandar Shahpur for

the Iran-Japan Petrochemical Company Ltd. Similar schemes are in the pipeline, including those for vital desalination plants in the oil desert lands.

Britain cannot afford to be left behind in the race for business in the OPEC States, but some companies appear reluctant to get involved in the scramble at this early stage. There is already fierce competition among industrialised nations for a share in the planned petrochemical and plastics industries of the Middle East, Gulf and North Africa, which may well prove to be the most profitable growth regions for both exports and investment.

On average, it appears, the bids or tenders are received for every project sponsored by the planning departments of OPEC Governments. And many countries, notably Italy, France, Japan and Germany, have permanent representatives on the spot, ready to bid instantly with turn-key processes, joint venture options, or licensing deals.

If current plans are realised it is probable that per and polyethylene units will reach a high state of activity in these regions around 1980-82, when the first major quantities will flow.

From these developments, it is not difficult to see a demand for new technology, plant machinery, moulds, and specialised materials to meet the cash-in-hand needs of expanding consumer markets. Such market opportunities are not confined, of course, to the OPEC States. The Soviet Union and Eastern Europe, for instance, are planning vast expansions of their petrochemical and plastics industries, primarily to catch up with the advanced technology and production capacity of the West.

While British companies bestate German and U.S. firms are supplying the know-how, licences, and plant.

Clearly, Britain must step up the export pace if it is to remain a contender for new business in both the industrialising and expanding markets in plastics and petrochemicals. But if the main risks are to be taken by the private sector, especially in terms of investment, it would seem timely for a little more official support and encouragement in the form of new export incentives and the relaxation of counter-productive controls and legislation.

Don Penny

News Editor
Plastics & Rubber Weekly

Additives' vital role

A VITAL sector of the plastics industry that is often overlooked, but which has made a great contribution to the widening of plastics applications over the years, is that of supplying additives. It is a commonly held belief that plastics products are produced from polymers by the simple application of pressure and heat. This can only be done across a limited range of materials, however, and the need to introduce additives is more usual.

Additives fall broadly into two sections—those put in to aid the plastics process itself, and those added to give the material some special property in use. With increasing demands being made on plastics technology, the additives are taking on more and more importance.

The most common additives, or auxiliary materials as they are sometimes called, are heat and light stabilisers, antioxidants, plasticisers, lubricants, fillers, reinforcements, pigments, catalysts and accelerators.

Flame retardants in plastics have taken on a quite new importance in the additives field of late as the industry has had to look closely at some of its products in this problem area.

One of the world's largest manufacturers of plastics additives, CIBA-GEIGY, has just increased its aryl phosphate capacity with this in mind. Triaryl phosphates are used as flame retardant plasticisers in PVC.

Coal tar phosphates have been used by the plastics industry for many years. Synthetic phosphates now circumvent the problems of supply and variable quality and offer additional advantages in the areas of lower toxicity and improved light stability. They are used as plasticisers in areas where flame retardance is a particular requirement, like conveyor belts in coal mines, leatherhose for car interiors, protective cables, and one of the most publicised applications—vinyl wall coverings.

For CIBA-GEIGY a large amount of research effort is concerned with additives designed to overcome limitations and extend the life of polymers. For example, Thunvin 770 is the

of the total content—in flexible PVC sheetings, for instance, the content of plasticiser can be 80 parts per 100 parts of polymer.

Plasticisers are also used to improve the flow of the compound during moulding, extruding and thermoforming, but are rarely used with thermosetting materials.

Fillers, on the other hand, are used mainly with thermosetting materials and are employed to reduce brittleness, to modify properties in some other way, or simply to make the finished article cheaper. A filler can be wood flour, cork dust, paper pulp or asbestos, for instance, and considerable quantities can be added—up to 50 per cent of the plastics material weight in some instances. Although not usually used with thermoplastics, some will accept large quantities of such materials as whitening, clays and limestone dust. PVC floor tiles already referred to contain much of this sort of additive.

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first of a new generation of hindered amine light stabilisers that are so effective when used in polymers such as polypropylene, HDPE, ABS and polystyrene that they can be employed in tough, outdoor applications that would be impossible without the additive.

Stabilisers, as this application implies, are concerned with preventing or reducing degradation of polymers when they are exposed to the atmosphere, the sun, and u.v. light and heat. Similarly, some polymers degrade through oxidation at elevated temperatures or under u.v. light. These are therefore compounded with antioxidants to prevent this. Phenols and organic amines are used for this, and where colour is unimportant carbon black will protect polythene.

Improved dispersion of the pigments is necessary to meet the requirements of faster processing, and it is also vital that colorant from a plastics article does not bleed into or stain an adjacent one or, in the case of packaging, affect the contents—a particularly important point in foodstuffs packaging.

New markets and new applications for plastics materials are being talked about all the time, as well as new processing systems. There is no doubt that one of the keys to this broadening of the technology is found in the field of additives, and much of the progress of plastics into more and more stringent operating environments depends on research effort in this field.

Coloured
Colour itself is probably the most obvious of the additives, since many finished plastic articles are coloured, and many pigments and dyes are used to gain the right results. Solid pigments are used in translucent and opaque products, with perhaps a dye as well, although the dye will be used on its own in transparent materials. Naturally, the pigments and dyes used must be insensitive to heat when the compound is to be moulded, extruded or thermoformed, and there must be no chemical action on the polymer or any additive used. There are also the problems of colour fade on exposure to sun and u.v. light.

This is another field in which CIBA-GEIGY is heavily involved, and intensive research has been required again in this area to meet the technical requirements of the colouring matter used in a wide variety of applications. The heat stability properties, for instance, are being stretched all the time by the higher process temperatures being used to speed up production. Also, lightfastness and weatherability have had to be looked at specially carefully because of the many applications in building, such as cladding, piping, guttering, and even window frames.

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BOOKS

In search of man

BY G. P. SNOW

Leakey's Luck, by Sonia Cole. Collins, £5.50. 448 pages.

L. S. B. Leakey made more changes in our view of human origins (that is, of the evolution of our species) than any single man. To do that required a good many of a fairly god-mother's gifts—luck, energy, endurance, brains. He probably also required the ability to make oneself abnormally distrustful and disliked. Leakey was not a scientist's scientist.

He was the opposite of an easy man. He was argumentative, rash, once or twice worse than rash. He was a bit of a megalomaniac. He was a show-off. He loved the public stage and was born for it. He was out to discover the truth, and he was also out to make his name world-famous. He quarrelled with everyone round him, including his second wife and his son Richard, both more scientific anthropologists than he was, and the latter now making discoveries even more dramatic than his own. But Louis Leakey was the pioneer and founding father, and he did very great work.

He was the son of an English missionary in Kenya, himself an unusual man who translated the Bible into Kikuyu. There was no money. There was never any money, though Louis lived to be 60. Somehow he went to an English public school, which he found restricting after being enrolled as a member of a Kikuyu age group.

Then he proceeded to Cambridge, determined to read for Part II in Anthropology. But he had to take a Part I first. He chose modern languages and offered the somewhat unfamiliar combination of French and Kikuyu. The Modern Languages Faculty, not unnaturally, resisted. After all, it appeared that Leakey was the only person who could examine himself in the second language. That was the first of his struggles with regulations. Ultimately he prevailed. In due course he got a very good First in Part I, and began a lifelong dedication to (a) discovering fossil fragments of manlike creatures (b) begging for funds to do so.

His kind of fossil-hunting needs a peculiar kind of intuition, as well as intense scientific care. You have to possess an eye for country in order to know where to try. You have to recognise bits of bone a long way off. In Leakey's earliest days, you had to be enough of a geologist

to date your finds (leotopic dating, which Leakey never quite came to terms with, arrived much later and has settled many problems).

It is obvious that the subject lends itself, with singular ease, to passionate disagreement, and gives more than enough opportunity for fraud. For instance, Leakey appears always to have been convinced that Teilhard de Chardin had a considerable hand in the Pittdown faking—though whether Leakey had any hard evidence hasn't been revealed. He himself ran into trouble early in his career. He had already established a reputation for a paleo-anthropologist's equivalent of green fingers. That is, wherever Leakey dug, fossil finds emerged. Darwin had once said that man probably originated in Africa, and Leakey, digging in Kenya and Tanzania, was on the way to proving it.

However, he was always liable to overstate his case, and in his thirties he did so badly. He found a mandible which was obviously human, dated it to about 500,000 B.C., claimed that it was the earliest definite specimen of homo sapiens, and treated the geological surround (on which the dating completely depended) with extreme carelessness. A personal enemy, a geologist called Bence, intervened and accused him in effect of dishonesty. This was one of the more unpleasant scientific controversies of the 1930s, and might have finished Leakey's career for good.

It did finish Leakey's chance of a job in Cambridge, a divorce was another score against him. It is strange to recall that, only 40 years ago, a divorce was regarded with such intense reprobatation. But Leakey was altogether too powerful and too gifted to be submerged. He got a minor and ill-paid job as Curator of the Nairobi Museum and began his revolutionary explorations in the Olduvai Gorge. Again he had chances to overstate his case and often did. He had a passion for inventing new species, which more orthodox anthropologists detested. But no one could doubt that he had made finds of primary importance. No one could take that away from him. Those finds are on the record for ever.

In short, what he discovered were remains of manlike creatures, not true men and not indisputably ancestors of true men, but still closer than anyone had dared to think, who lived at Olduvai, a quarter of a million years ago. Olduvai

is not specially salubrious now, but at that period it supported large populations of gigantic animals, pigs as big as rhinos, buffalo-like creatures larger than elephants, enormous baboons. Small hominids lived there too—walking erect, using primitive tools, cunning enough and aggressive enough to colonise, so it seems, in slaughtering the baboons—who were one of their favourite foods. Nowadays most anthropologists classify these hominids with the australopithecines, though Leakey didn't. But there they were, and the discovery pushed back the origins of man hundreds of thousands of years.

Just before Leakey's death, his son Richard, rival and successor, made an even greater find. Round Lake Rudolf—ridiculously arid country now, but in the Pleistocene teeming with life—he identified a far more manlike creature, with a much bigger brain than his father's hominid, living nearly a million years before.

It is important to stress that though streaks of interpretation may differ, there is no scientific doubt whatever about either the Olduvai or the Lake Rudolf finds. They are decisive for the history of the species related to man's.

Mr. Cole has written a thorough account of Louis Leakey's tumultuous career. She knows him well, is herself a professional anthropologist, and often collaborated with him in a sense, she was too close to him to produce an entirely satisfactory life. I don't mean that she goes in for excessive hagiography. She doesn't. She is admirably tolerant and balanced and depicts both the horns and halos of Leakey's kind of genius. She has much sympathy with both of Leakey's wives, who had a good deal to put up with. And she can perceive the great merits of the cooler, though equally obsessive, mind of Richard Leakey.

Mrs. Cole, however, was intimately involved with Leakey's fund-raising, and that takes up a disproportionate amount of her book. It is maddening that he should have had to spend so much spirit and effort upon it, but she could have told us that, rubbed it in, and let it go. She does make us realise that he was a flawed genius but a real one. It is sad that this country did so little to recognise him. Apart from an Honorary Fellowship at St. John's and an F.R.S., he got little from England. In America he had gigantic audiences and the comparison is not to our credit.



M. T. Wadey: notable début as a novelist

Fiction

Beginners please

BY ISABEL QUIGLY

An Italian Delusion by Oliver Knox. Collins, £2.25. 157 pages.

Reflections on a Mountain Summer by Joanna M. Glass. Macmillan, £3.95. 307 pages.

Sleight of Heart by M. T. Wadey. Constable, £3.50. 215 pages.

The House on Cheyne Walk by Perry Organ. Heinemann, £2.90. 220 pages.

A Country Doctor's Notebook by Michael Bulgakov. Translated by Michael Glenny. Collins/Harvill, £2.95. 158 pages.

Opening Account by Michael Geare. Carroll, £3.00. 160 pages.

Four first novels: four good (or at least not all bad) first novels: at this rate one starts to feel cheerful about the fate of fiction. Take Oliver Knox. At 51 he comes up with a first novel that is rather more than promising, an Anglo-Italian comedy of manners, and of errors spiritual rather than temporal, witty with apparently no strain.

Cool, idiosyncratic, rather tentative, marginal and sidelong, like its hero, it deals with the frontier of exile: specifically, of the Englishman in Italy, where he feels the landscape being what it is, that he ought to enjoy himself. Peter has been pushed out of his job, country and way of life with enough money to live on, and an Italian farmhouse to live in, but with a sole companion, a rabbit called Loops. Almost apologetically, he confesses that he has been pushed out of his job, country and way of life with enough money to live on, and an Italian farmhouse to live in, but with a sole companion, a rabbit called Loops.

Then friends arrive to break it, and with them an earthquake (small), a hint of blackmail (scarcely conceivable), a broken tooth and its odd consequences (since the dentist's assistant turns out to be part of both earthquake and blackmail), and a love-affair that turns not sour, as it might, but in retrospect, not so much as it seems, a thing that ends in unexpected violence, but the stab comes from nature, not people.

The Italian word *delusione* means something like disappointment. "The English word 'delusion' means something a little different. Knit the two together, as they are surely meant to be knitted in a title, and you provide a complex comment on what happens.

Or take *Reflections on a Mountain Summer* (R.O.A.M.S.—you see) by the code-name of the novel, J. Rutherford. In the present, it is writing about his own past. His wife Par is bored and disapproving. Why air old scandals? She sounds a heavy cross to carry but turns out to be more sympathetically, a faint reminder of the oldish, blainish, rather likeable mother Jay dug out from his memory of 1932, when they spent a summer in the Canadian Rockies, just the two of them and her lover, the father-figure Jay has been seeking without satisfaction ever since. Back and forth from Rooms to the present he flits, nothing very important seeming to have happened to him in between. The lover gone, his mother gave up and wandered distraught through the rest of her days. And Jay was left with a lifelong sense of emptiness and loss.

Loss is sometimes claimed as the worst spiritual suffering it can be. The English word 'delusion' means something a little different. Knit the two together, as they are surely meant to be knitted in a title, and you provide a complex comment on what happens.

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Crimes BY WILLIAM WEAVER

The Pious Agent by John Braine. Eyre Methuen, £3.25. 252 pages.

Murder Sails at Midnight by Marian Babson. Collins, £2.50. 191 pages.

Mr. Braine in *Bondage*. His agent, Xavier Flynn, is a clever invention. He kills them, then he says some Hall Marks. He also makes an Act of Contrition after each lay (and there are lots). The first pages are unnecessarily confusing—Dallas and JFK are dragged in for no apparent reason—and the writing is often murky, but beneath the opaque prose, there is a pretty good story.

is possible to envisage, but it isn't easy to put across imaginatively. This novel manages to express it, to give life and body to what isn't there, to the gnawing, hungry pain, the longing for totality and fulfilment, and to its opposite, the sense of concentrated glory.

Sleight of Heart is narrower, tighter, a study of intense relationships between three adults who were once children together, now grown to almost total apartness, though two are married to each other, two are cousins and all three share a long background of familiarity in the one place (Polruan, in Cornwall, it seems to be). "They were in total opposition, alien and irreconcilable," we are told at one point, the couple having asked the wife's cousin to stay in the house, scarcely formulated, that they may effect some change, bring about some miracle and reconcile their impossible difference. An "atmospheric" novel, it relies mainly on the intensity of its atmosphere and on exact observation of its characters, what is less expressed is the inner life of the woman, Esther, the remnants of the past that haunt the present, and lingering moments visually expressed, like snapshots in strong sunlight.

The last of the new novelists, Perry Organ, is grippingly readable for at least the first chapters of *The House on Cheyne Walk*, mainly, I think, because she deals with things familiar here—London life of a certain sort, places, streets, houses—from an unfamiliar point of view, with foreign, New England spinster comes to London to care for the nephew orphaned by her sister's sudden death; nearly 30, virginal, sheltered, prim, a schoolmistress yet an heiress, she sees the life around her, and her unknown brother-in-law, Charles, as decadent, enticing, irresistible. All is not as it should be, as the dead woman's diary shows, and then things lose their grip, since it's hard to believe in a diary written just like a novel, a difficult, the writer who is the novel, which are not novels or written with the purpose and function of a novel, seldom manage to deal with.

A Country Doctor's Notebook, by the author of *The Master and Margarita* and *The White Guard*, consists of short stories based on his experience as a medical man just before, during and after the Russian Revolution. "Don't be too hard on me," he says: "after all we—a doctor, a feldsher and two midwives—are human too, two months on and we see no one apart from hundreds of sick peasants—as if peasants were scarcely people at all. Indeed, most of it reads more like the reminiscences of a vet than those of a physician, the primitive, the violent cure, the often animal-like behaviour, unexplained and inexplicable, of the patients. An excellent translation gives the right sense of the situation, the craftsmanly joy in communicating so strong in Bulgakov.

Comedy is in the eye, not in the situation, it fits a bank as well as anywhere else, and Michael Geare's *Opening Account* is a comedy set in the tiny country branch of a family-run bank to which the chairman's nephew, an uncouth but likable youngster, is sent to learn the business. This is really a beguilingly funny little book.

Critics of the Press

BY REX WINSBURY

Newspaper Money by Fred Hirsch and David Gordon. Hutchinson, £3.75. 146 pages.

The idea that the so-called "quality press" of Britain is too elitist, written by and for and about too narrow a band of society with too narrow a range of intellectual and social sympathies, is certainly not new, although it has rarely been stated as lucidly as it is here by two Economist journalists (one of them, Mr. Hirsch, ex-Economist). But they give a new edge to the argument in their attempt to link this narrowness to the basic economic facts of life of the "quality" Press—its extreme dependence on advertising, which means that only readers with a high income, or holding positions of power in society, are needed or sought. Regarding this as a weakness of the British political system because it causes the upper crust simply not to understand the feelings of those much lower down, the authors therefore propose a remedy. In pursuit of the ideal, so often held out by reformers of the Press, of making one reader more nearly equal to another in newspaper terms, they suggest an Exchange subsidy or "bounty" for accretion of readers, to induce the "quality" press to increase circulation and thereby, presumably, widen its social and intellectual horizons.

Mr. Hirsch and Mr. Gordon are clearly impressed with the experience of the Times, which spent a lot of money increasing its circulation only to shed the

new readers when it discovered they were by and large valueless in advertising terms, being neither rich nor powerful. They are also impressed by the failure of the Guardian to attract advertising on anywhere near the scale of the Times or the Financial Times, despite out-selling them both.

As so often, it is easier to say what is wrong with Fleet Street than to find a practicable remedy. On the Hirsch-Gordon scheme, a newspaper selling between 50,000 and 1m. copies would get a "bounty" of £100,000 for putting on 10,000 extra readers, provided that advertising did not exceed 75 per cent. of total revenue. That condition would rule out the Financial Times for a start, and any way £100,000 is peanuts compared to its total budget, whereas a £10,000 is quite a big addition to circulation and printing costs. But, the authors argue, their scheme would have yielded £3m. for the Times in the three years when it was putting on new readers, so making them worth while, and would encourage papers like the Birmingham Post and the Scotsman to follow the trail of the Guardian in aspiring to national rather than regional status. On closer inspection, however, their scheme, like so many newspaper aid schemes, really turns out to be a plan to help the Guardian, which is putting on readers anyway, qualifies under the advertising ratio rule, and could do with the money.

But the main objection is that the management of the newspapers concerned, as at present constituted, are unlikely to take the money, even if offered in a form that the Treasury might

be less than keen), simply because they would see it as compromising their editorial independence. It is true that few national newspapers are likely to make money this year, and this might perhaps induce some management to swallow their pride, as British Leyland and so many other companies have done. But others would, almost literally, die first, and in any case, I can hear howls of protest from the "popular" press at what they would, perhaps rightly, interpret as a government hand-out to strengthen their smoother Fleet Street brethren.

But to reject one remedy is not to reject all remedies: nor is it to reject the critique that leads to the proposal of the remedy. Mr. Hirsch and Mr. Gordon have written a cogent thoughtful and meticulously accurate commentary on the "quality" papers from the standpoint of admirers who would like to see them made even better, and read by more people. With a Royal Commission on the Press sifting, and so many newspapers in more or less serious financial straits, they are quite right to want to stimulate debate about the economic pressures on the Press, and about the desirability or otherwise of some sort of State assistance, now so common abroad.

Moreover, many journalists would accept that the outlook of the "quality" Press is too restricted, even if they would argue that this can be largely remedied by purely editorial decisions to make these papers more open to contrary views, more inquiring, more of a dialogue between writers and readers.

Ruddy revalued

BY PETER KEATING

Kipling: The Glass, The Shadow and The Fire by Philip Mason. Jonathan Cape, £6.00. 334 pages.

It is easy to understand why Kipling has provoked such hostility from modern critics. He was openly scornful of fashionable aesthetic theories; the spokesman for a form of imperialism which many intellectuals found repellent; and, at a time when major English novelists almost expected to be ignored by the general public, Kipling's work was suspiciously popular. It is far less easy to explain why, nearly 40 years after his death, the appropriate critical response still seems to be either blind adulation or loathing.

In *Kipling: The Glass, The Shadow and The Fire* Philip Mason suggests a personal answer to this problem. He describes the various stages in his experience of reading Kipling, from childhood delight to undergraduate aloofness, through a gradual recognition of his greatness, to a final, deep admiration.

Mr. Mason is very good on this kind of discrimination. Ultimately his case for Kipling rests on the later stories such as "The Wish House," "Friendly Brook," "The Gardener," and "The Eye of Allah," but this does not lead him to undervalue the deep-rooted intangible mystery of the mature writer. Not that Kipling's development is reducible to any simple formula. The "strangely clever" youth, as Henry James described him, who first made his name by fictionalising the gossip of Simla was, within a few years, the author of "On Greenhow Hill" and "Love-o'-Women" and they represented achievement rather than promise.

One of the most haunting of Kipling's stories and usually

especially for the compassion and artistry of the late stories. These experiences are offered as representative of a whole generation, and the argument is a convincing one. For those readers who have never outlived their shame at having enjoyed Kipling as a child, Mr. Mason's voyage of "personal rediscovery" should come as the revelation it is intended to be.

The curious title of the book is taken from a short story by Robert Louis Stevenson and indicates two aspects of Kipling's work: the attractive but often superficial surface of the early Indian and Soldier tales, and the deep-rooted intangible mystery of the mature writer. Not that Kipling's development is reducible to any simple formula. The "strangely clever" youth, as Henry James described him, who first made his name by fictionalising the gossip of Simla was, within a few years, the author of "On Greenhow Hill" and "Love-o'-Women" and they represented achievement rather than promise.

One of the most haunting of Kipling's stories and usually

classified as "late" appeared before *Puck of Pook's Hill*, while the theme of revenge that runs throughout his work is treated crudely in "Beauty Spots" and with bewildering complexity in "Dayspring Mishandled," yet both were published together in *Limbo* (1919). Reviewers in 1922 called Kipling's last collection of stories.

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Kipling's inconsistencies seem to me of an order peculiar to themselves. It was not that his public image was inconsistent with his private, but that within his written work there is tolerance and wisdom and compassion side by side with contemptuous dismissal of people he shut out from his consciousness altogether. He was at least two people in one skin.

Some of the sillier prejudices against Kipling are now disappearing, but if he is ever to be widely accepted as one of the greatest English writers of the present century, then the kind of balanced and sympathetic judgments employed by Mr. Mason are crucial. His reputation has suffered in the same way as that of D. H. Lawrence, by the foolish critical habit of allowing obvious weaknesses to cancel out far more important strengths.

The Glass, The Shadow and The Fire does not present us with any biographical information not given by Charles Carrington or with critical insights superior to those to be found in the pioneer study by J. M. S. Tompkins. Mr. Mason draws extensively on these and other Kipling specialisms, and gratefully acknowledges the fact. The real value of his book lies in its sane, well-balanced approach. It is the best general introduction to Kipling, covering both the life and the work, now available.

Mother India

BY KEVIN RAFFERTY

Indira Gandhi by Zaheer Masani. Hamish Hamilton, £5.50. 331 pages.

Indira Gandhi is practically the most fascinating woman in the world. She is the daughter of an internationally renowned family and ruler of the second most populous country on earth.

Her life has many of the qualities of a fairytale. She watched the grown-ups struggle to throw the British out of India. She was prepared to burn her favourite doll because someone wanted her to be a foreigner; later she organised a Viceroy's (Monty's) army of children to act as an intelligence unit for the Congress because she was too young to join in the main struggle.

And in snick points of detail Mr. Masani is inattentive. For example he says that in 1971 Mrs. Gandhi won a two-thirds majority in the Lok Sabha and "about 70 seats more" than the undivided Congress had won in 1967. He does not supply the figure.

When she herself came to power, she was put there by the old bosses of the Congress Party because they, like a hoary old cynic, believed that political sugar-daddies, though she would be their creature, at their political disposal. But she beat them off. By the end of 1971 when she had won a smashing general election victory and humiliated and split Pakistan in two, Indira Gandhi was supreme, a magnificent Empress of India, stronger in power, richer in glory than practically anyone who has ruled India before. And she was loved by the masses, too.

Poor India. Mrs. Gandhi is still supreme politically, playing with a ruthless skill that no one so far has been found to match. But she has accomplished the vanishing of her opponents and potential opponents, and thin waiting nightmares of opponents even, by expending time and energy that might have been better employed in seeking solutions to India's problems. For all its undoubted achievements since independence (which the British would have been able to match) India to-day has more poor, homeless, unemployed people than ever in its history and precisely in the last four years of Mrs. Gandhi's triumph has got progressively poorer.

Here is rich material indeed for a book, and over the first part of the course Mr. Masani manages very well. But in the later years much of the detail and excitement of the fascinating tapestry is lost. His judgments are good. For example: "However well-intentioned, Indira Gandhi's brand of socialism is a mixture of vague populism and

pragmatism which can scarcely be called a political ideology. In its radical aspects, it is based on an emotional and maternalistic sympathy for the under-dog which has yet to be allied to a viable theory of social change." He is neither sycophantic nor over-critical. But the end product turns out to be a fine-boned skeleton lacking the dramatic flesh on the bones. We rarely get taken inside the corridors of power to see or feel the plot and counterplot of the Indian Raj.

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U.K. ECONOMIC INDICATORS

		1975			1974
General	Unit	May	Apr.	Mar.	May
Unfilled vac'n's	'000s	164.1	173.4	178.0	429.8
Unemployment	'000s	813.0	899.7	768.4	535.4
Currency reserves	\$bn.	6.491	7.132	7.117	6.920

		Apr.	Mar.	Feb.	Jan.	Mar.	Feb.	Jan.
Bank advances	£bn.	14.770	14.877	15.024	13.996	13.818		
Man'd prods d	1970=100	182.0	179.0	175.9	146.3	142.4		
Basic mater'ls d	1970=100	223.0	221.8	218.8	217.4	215.0		
Retail prices	Jan.74=100	129.1	124.3	121.9	106.1	102.6		

		Mar.	Feb.	Jan.	Mar.	Feb.	Jan.
Time of trade	1970=100	78.4	78.3	71.2	72.9	74.1	
Wages rates	July'72=100	166.8	169.6	158.7	125.7	124.0	
HP debt f	£bn.	2.265	2.284	2.303	2.378	2.398	
Indust. output**	1970=100	104.6	105.5	103.2	105.7	103.1	
Rtl sales val.**	1971=100	166.3	166.7	163.8	138.2	136.8	

RI sales val.**	1971=100	168.3	166.7	165.8	138.2
		1975			1974
Trade and				Jan.	
Industry		May	Apr.	May	May

		Apr.	Mar.	Jan.	Apr.	Mar.	Jan.
Imports f.o.b.**	£bn.	165.5	165.8	172.4	168.2	172.5	
Exports f.o.b.**	£bn.	136.6	154.0	148.1	125.5	115.6	
Visible trade balance	£bn.	-0.289	-0.118	-0.243	-0.407	-0.436	

Exports of Visible trade balance	£bn.	130.6	134.9	138.1	129.9
Steel (weekly average)*	'000 tonnes	429.5	494.4	471.0	458.7
Bricks*	millions	414	381	400.2	519
Cement (wkly					

WALL STREET OVERSEAS MARKETS

Moderate rally in reduced trading

Record £ low

BY OUR WALL STREET CORRESPONDENT

MODERATE GAINS were scored on Wall Street today, reversing a three day decline, although best levels were not always held. After recovering 1.59 to 209.01 in the first hour, the Dow Jones Industrial Average partially reacted to \$24.33, for a net rise of 2.43. The NYSE All Common Index recouped 6 cents to 845.18, while advanced declines fell back to 821. Trading volume, however, decreased 2.9m. shares to 152.3m.

Late in the session, it was reported that OPEC nations will raise oil prices on October 1. There had been earlier reports that a rise was under serious consideration.

Market sentiment may have been aided by reports that President Ford will shortly counter recommendations for changes in the Tax Law to stimulate capital spending—the amount of money big business spends on plant and equipment.

Federal Reserve official Henry Wallich said there is a chance of a capital shortage once the economy revives, and the chairman of First National Bank of Chicago said only one or two more point prime rate cuts are likely this year and short-term rates have bottomed and will rebound in the second-half. The prime rate generally stands at 7 per cent.

However, CITI Corporation's chairman said the prime rate will reach a low of about 6 per cent. in the third quarter.

Motor and steel edged higher. Dow Chemical rose \$1 to \$44. Exxon put on \$1 to \$89.10, but most other international oils were narrowly mixed.

Heavily traded Deere finished unchanged at \$121, despite its forecast of lower quarterly earnings. Data General also active, dropped \$2 to \$28 on 269,200 shares.

Bausch and Lomb lost \$1 to \$31.11, announced the settlement of a 1972 action suit brought against the company.

G. D. Searle, the most active issue, fell another \$1 to \$181.

Data General also active, gave \$2 to \$89.10, but most other international oils were narrowly mixed.

reflecting the threat of an oil price rise.

Banks, Constructions, Metals, Oil and Petroleum, were mixed. While Stores, Foods, Breweries, Rubbers and Engineering were well. But Sugar Refineries, Electronics and Motors were well maintained.

Americans held up well but most other Foreign stocks fell back with Golds and Coppers lower. Oils were irregularly lower.

BRUSSELS—Closed yesterday, due to strike throughout Belgium and in other countries.

GERMANY—Prices fell on average up to DM3 in uncertain and sporadic trading, influenced mainly by reports from the Hoechst annual meeting.

Hoechst shed DM1.50 to 151 after saying it was doubtful if it could maintain its dividend in 1975, and announcing lower first five months turnover.

Banks declined across the board. Dresdner Bank lost DM1 to 226, Commerzbank DM2 to 197.50 and Deutsche Bank DM2.90 to 291.

In lower Electricals, AEG declined DM1.10 to 77.90 and Siemens DM1.50 to 254.

Among weaker Motors, Daimler shed DM1.30 to 291.70 DM2.19 to 10.9 and BMW DM2.19 to 10.9.

On the Bond Market losses of up to DM0.25 far outnumbered the gains up to DM0.20, while the Authorities bought a nominal DM0.25 of stock. The DM0.25 was fully placed and quoted mostly at par.

AMSTERDAM—Quietly mixed. Philips Unilever and Royal Dutch each formed in Dutch electricals, but Akzo and Hoogovens each eased.

State Loans reacted somewhat from recent firmness.

OSLO—Banks were quiet, while Insurance, Shipping and Industrial shares were narrowly mixed.

VIEANA—Quietly steady.

COPENHAGEN—Mixed to slightly higher in moderate trading.

NEW YORK, June 11

SWITZERLAND—Slightly firmer on selective demand.

Major Banks were narrowly mixed, with an easier bias, while Financials rose, led by very firm Juvena Bearer and Participation Certificates. Insurance companies, however, gained sharply.

In the Foreign sector, Dollar stocks were narrowly mixed, while German shares were little changed.

HONG KONG—Prices dropped sharply in decreased trading, attributed to poor performances by London and New York Stock Markets.

Hong Kong Bank shed 30 cents to \$HK1.30. Hutchison 10 cents to \$HK2.375.

TOKYO—Prices rallied, led by Electrical following a recovery in colour TV sales. Volume of 180m (150m) shares.

Crown Radio added ¥30 to 128 on reports that it plans to drop an earlier scheme to close its electrical component plant, Matsushita Electric, which is increasing colour TV output, gained ¥23 to 543, while Alps Electric, Mutual Electric, TOK Electronics and Matsushita Communication all firmed.

Shares related to the Government's fiscal loan and investment programme also gained, but Paper Mills attracted profit-taking.

Reports that the Government plans to extend low interest loans for another 30,000 housing units and also intends to ask Commercial Banks to reduce their interest rates on housing loans boosted Housing Construction—Related shares.

Shiokawa Prefab Homes gained ¥100 and a new 1973 high of 1,670 on increased buying from Mutual Funds.

Shiokawa advanced ¥90 to a new year high of 1,400 on expectations of a third round increase.

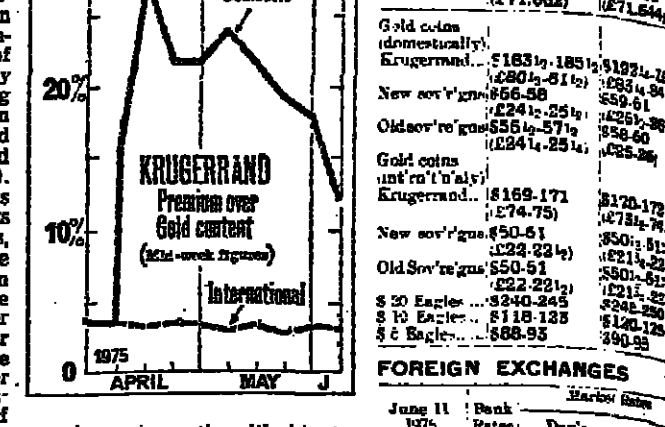
JOHANNESBURG—Gold shares generally mixed, following the lower London bullion fix. Mining Financials were steady.

Platinum moved ahead, mainly on London buying.

AUSTRALIA—Mixed to lower, with largest declines recorded by Sugars, Beach Sands Mines, Textiles and Electricals.

Week Beach Sands Mines included Associated Minerals, which fell 15 cents to \$A2.70. Consolidated Rutile 10 cents to \$A2 and Westralian Sands 4 cents to 48 cents.

Uranium, Pancontinental declined 15 cents to \$A3.33. Western Mining firmed 4 cents to \$A1.82 and Great Boulder 3 cents to 70 cents.



Indices

NEW YORK

Index	June 11	June 10	June 9	June 8	June 7
Dow Jones Industrial	209.01	207.42	205.83	204.24	202.65
NYSE All Common	845.18	843.59	841.99	840.40	838.81
NYSE 30	152.3	150.7	149.1	147.5	145.9
NYSE 100	152.3	150.7	149.1	147.5	145.9
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STOCK INDEXES

STANDARD AND POORS

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FARMING AND RAW MATERIALS

Aluminium stocks rise again

By Rhys David

STOCKS OF primary aluminium at smelters and fabrication plants around the world rose again in April to a total of 3,088,000 tonnes, compared with 1,531,000 tonnes in the corresponding month last year, figures published by the International Primary Aluminium Institute in London reveal.

The April total is up by more than 200,000 tonnes on the March figure of 2,888,000 tonnes, and, since December, more than 1m tonnes. The increase in aluminium has been put into stock. Total stocks, including scrap, primary and secondary ingot, metal in process and finished mill products, have also increased substantially over the past year, rising from 2,944,000 tonnes in April 1974 to 4,658,000 tonnes in April this year.

Increased stock levels reflect the depression in aluminium using industries such as building and vehicles—have affected all the main centres of aluminium production. In North America, primary stocks increased from 679,000 tonnes to 1,556,000 tonnes between April 1974 and 1975. In Europe over the same period, stocks rose from 428,000 tonnes to 574,000 tonnes. In East Asia—which includes Japan—stocks have more than quadrupled from 94,000 tonnes to 420,000 tonnes.

Hong Kong commodity plan threat

A MAJORITY of unofficial members of Hong Kong's Legislative Council is likely to vote against the establishment of a commodity exchange when the matter comes before the Council next week, a spokesman for their office said.

A substantial unofficial vote against the motion that the Council is in favour in principle of establishing an exchange here means the project could be shelved.

The unofficial members—Council members who are not Government officials—are said to be against the exchange because they fear it will attract irresponsible speculation.

They are not convinced of the need for an exchange and would prefer to see the proposed exchange work before agreeing to establishment of an exchange.

A spokesman for the consortium which has drawn up plans for the exchange said the attitude of the unofficial Council members is surprising in view of the controls which were built into plans for the Exchange.

U.K. beef consumption soars to new peak

By Peter Bullen

BEEF CONSUMPTION soared to a record level in the first quarter of this year, according to the Meat and Livestock Commission's quarterly report, out yesterday. Nearly 360,000 tons were consumed, 73,000 tons or 20 per cent more than in the first three months of 1974.

Beef and veal production also set a new first quarter record, up 36 per cent at 352,700 tons, following the large increase in the number of cattle sent for slaughter during the winter months when feed problems were acute.

Beef imports also soared by 70 per cent to 27,700 tons during the same period, the major supply being Ireland, which increased its share of the U.K. market from 30 to 53 per cent. With a virtual ban on imports from third countries, EEC member countries supplied 94 per cent of British imports.

For 1975 as a whole, home-produced beef supplies will be higher than in any previous year, at 1,020,000 tons, but the total amount of meat available will probably be less than in 1974, over the MLC warns. On pigs alone, the MLC forecasts a drop of 14 per cent in slaughterings to just over 13m, pigs, compared with over 15m, last year. Mutton and lamb output also is likely to fall, by about 5 per cent, or 12,000 tons, to 255,000 tons, following a slight drop in the lamb crop and increased retention of lambs for breeding and the marginal effects of five sheep exports.

"As for future trends, it appears that beef production is likely to fall, but there could be some recovery in pigmeat and mutton and lamb production," the report says. "The cattle breeding herd in March was 2 per cent lower than it was 12 months earlier. This was due entirely to a decline in the dairy herd."

"But the beef herd is likely to show a slight decline also in the June census. This follows several years of very rapid expansion and reflects the uncertain outlook for beef production during the past year. The present level of beef production is probably not sufficient to maintain the herd at its present level, although no major reduction is evident so far."

On market prospects, MLC forecasts that beef prices will experience the normal seasonal decline between now and November, but the exceptionally

large decline of last year "is unlikely to be repeated." If store cattle prices continue to rise above current levels of around £21 a cwt, there is a danger that the margin stores finished in 1975 will leave very little profit.

"The pig market is expected to continue to be buoyant for the rest of this year because of lower supplies, but whether this justifies the current high prices being paid for store weaners pigs is also doubtful. Unless feed-stuff prices fall even further, it is possible that producers buying in weaners will make comparatively little profit."

The expected drop in slaughterings should help to strengthen the sheep market, but whatever happened to market prices, the guarantee that average total returns to producers in the autumn would exceed the corresponding 1974 levels.

The head of the Ministry of Agriculture's meat and livestock divisions, Mr. Keith Dexter, is to be the director general of the Ministry's agricultural and development advisory service, it was announced yesterday.

U.S. winter wheat estimate cut

CHICAGO, June 11.

THE U.S. Department of Agriculture has lowered its estimate for winter wheat production to 1,618.8m bushels, based on June 1 conditions.

This falls short of the May 1 estimate of 1,620m, but still exceeds last year's record crop of 1,592m bushels.

The yield per harvested acre is estimated at 32 bushels, against 32.1 a month ago, and 29.5 last year. The acreage for harvest remains at last month's estimate of 50,525 against last year's acreage of 47,117.

The Department said the nation's winter wheat crop was generally in good condition on June 1, though harvesting and maturity was below normal. Planting of this year's spring wheat crop lagged throughout May, due largely to the late spring start.

If farmers adhere to planting intentions reported in March, and conditions are favourable, spring wheat production this year should approach 525m bushels, over 120m more than last year. Added to the latest winter

wheat estimate, that would boost total U.S. wheat output this year to about 2,144m bushels, just over 350m bushels more than last year.

Recent statistics indicate that U.S. wheat exports this season will fall below the 1,000m bushels tally for last year. In Sydney, Australia, it has been reported that wheat farmers in many parts of Australia will not be planting a crop this year unless rains fall within the next two weeks.

Agricultural sources said that throughout most of the country's eastern wheat belts there has been no useful rain in May, with no rain at all recorded in New South Wales.

The West German Agriculture Ministry is adhering to its previous estimate of 22m tonnes, against last year's 22.5m, for its 1975 grain harvest (including maize).

Around 7.3m tonnes of the harvest will consist of wheat, 500,000 less than in 1974 because of a dry start to the season and the yield per hectare. The barley crop, however, should go up by 400,000 tonnes, to 7.4m, due to an expanded crop area, the Ministry said.

TOKYO, June 11.

STOCK YARDS of major Japanese steel mills were full of iron ore because of a steady inflow of imports and 20 to 25 per cent cut-backs in crude steel production, the Japan Iron and Steel Federation said.

Stocks of iron ore at the end of March had increased to 18.9m tonnes, from 14.9m, a year ago. Stocks were equivalent to 1.6 months' consumption, compared with the normal stock level of 1.2 months, the Federation said.

Nippon Steel Corporation said major steel mills were concluding agreements with overseas shippers to defer first half shipments of ore to the second half of the year. Some mills were planning to increase production of pig iron for stocking purposes, but it took less space than iron ore.

LOCUST THREAT

TAKWORTH, NSW, June 11.

AN APPROPRIATE operation to combat spur-throated locusts will begin in northern New South Wales later this month.

Pastures Protection Board ranger, Mr. J. Kleinmann, said locusts have been only minor damage so far, but it was feared the locusts would attack young wheat plants.

PROTEIN SUPPLIES

Brazil's soyabean explosion

By Sue Branford, Sao Paulo Correspondent

WITH BRAZIL'S 1974-75 harvest drawing to a close, latest estimates put final soyabean output at 9.5m tonnes, of which about 4m tonnes will be exported. This is easily the largest crop to have been produced in Brazil, to be compared with the 3.7m tonnes harvested three years ago.

Indeed, this country is well-established now as the world's third largest producer, after the U.S. and China. Its present crop is equivalent to 30 per cent of the U.S.'s 33.6m tonnes 1974-75 harvest, reaped last July and August.

Internally, soyabeans have become an important product for the Brazilian economy. Exports of soyabean derivatives last year earned \$88m, which—on the first time—was more than the income from coffee (\$87.7m). This would have been unthinkable three years earlier, when coffee earned \$72m, compared with a modest \$24.3m from soyabeans. They were then pipped for top place in the export list by sugar, which earned a record \$1,258m, thanks to booming world prices in 1974. This year, however, soyabeans have a good chance of ranking first.

Although soyabeans have been cultivated for about 70 years in Brazil, it was only in 1973 that the product took on national importance. That year, poor harvests in the U.S. and China, coupled with a fall in Peruvian fishmeal production, led to a supply crisis in animal fodder, with soyabean prices consequently soaring from \$250 to \$470 a tonne.

Although Brazilian producers missed the real high-point of the boom, they still benefited from the unprecedented rise in prices; and some farmers felt encouraged to switch to soyabeans, even if it meant digging up coffee bushes or orange trees.

Prices fell heavily, however, towards the end of 1973, partly because a record U.S. crop was predicted for the following year. They stood at about \$230 in April and May 1974, at the time of the Brazilian harvest. But in July, after reports that unfavourable weather had hit the U.S. crop badly, prices rose sharply, to once more, reaching about \$325

in October. The upward turn was too late, however, to benefit the Brazilian farmer, as a consequence, although Brazilian soyabean exports increased by 41 per cent in volume, they dropped 3 per cent in value. Prices have fallen again this year to about \$220. These Brazilian producers are preferential oscillations have provoked considerable resentment. Allegations are frequently made

The farmers' co-operatives, which are marketing about half of Brazil's foreign sales this year, are taking a new firm position. For the first time, some Brazilian producers are preferring to hold out for what they consider adequate prices, even at the expense of losing a contract.

OUTPUT AND EXPORTS

	1972	1973	1974	1975
Total Soyabean				
Output	3.7m	4.8m	7.3m	9.5m**
Exports: beans	1.0m	1.8m	2.6m	396,000**
meal + bran	1.0m	1.6m	1.7m	698,000**
oil	59,000	30,500	10,000	30,000**
Total value of exports (in U.S.\$)	295m	926m	895m	223m**

* Estimate. ** Figures are for first four months of year.

Source: CACEX, Bank of Brazil.

At the end of May, a Brazilian price fall which has occurred for three years now—exactly during the months when Brazilian farmers are selling their produce—are the result of manoeuvres by multinational companies that control much of world soyabean trade.

It is partly in response to pressure from the farmers that the Brazilian Government recently announced new plans by which CACEX (Foreign Trade Department at the Bank of Brazil) will buy 1m tonnes of beans and 150,000 tonnes of soyabean meal from the farmers and manufacturers. CACEX will store these purchases and only sell them when world prices have picked up.

Farming and marketing costs (except for labour and land) are high in Brazil. A recent U.S. study estimated that the heavy applications of phosphate required in Brazil cost four times more than in the U.S. This is mainly because Brazil depends largely on imported fertilisers.

Transport is also expensive, particularly as the beans are taken to the ports by lorries which use mainly imported oil.

But despite these problems, the study concluded that Brazil had the potential to become a long-term competitor to the U.S., achieving a similar level of output.

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COMMODITY MARKET REPORTS AND PRICES

BASE METALS

The fresh weakness of sterling was the major factor in late afternoon trading in the London Metal Exchange, leading prices to either recover earlier losses or push further ahead. In copper, forward metal prices rose 20s to 22s 6d, and renewed loss of sterling caused a further increase in warehouse stocks. The weaker opening of the U.S. market caused a recovery to 52.5¢ and then short-covering and currency hedge trading followed the recovery.

Setback news pushed forward metal up to 22.5¢ on the afternoon Kerm

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25/10/2020

(a) The British Life Office Ltd.*		G. & A.	
Reinsure Hse., Tunbridge Wells, RL 0892 2277		22.5	24.25 - 0.4
BL British Life ...	38.6	40.2	- 0.9
BL Balance ...	29.0	30.7	- 0.7
BL Capital ...	27.9	29.3	- 1.4
BL Dividend ...	27.3	28.9	- 0.6
*Prices on June 11. Next dealing June 18			

Garimore Fund Managers†		2 S. Mary Axe, EC3A 8EP. 01-553 3831.	
British Trust ...	31.1	31.2	- 0.1
High Income Ltd.	29.3	31.2	- 1.9
Overseas Tr.	29.8	27.7	- 2.1

INSURANCE, PROPERTY, BONDS

REGIONAL MARKETS

Abbey Life Assurance Co. Ltd.			The City of Westminster Assur. Soc.		
1-3, St. Paul's Churchyard, E.C.4.			Ringwood House, 4, White Horse Road, Croydon, CRO 2LA.		
Do	Acc. Jan. 10	31.2	Do	First Unit Mar. 27,	70.0
Do	Ac. Ut. Jan. 10	22.9	Do	Fourth Unit	55.0
Do	Pr. June 10	106.1	Do	Prty. Un. May 21,	44.5
Do	Acc. Ut. June 10	103.3			
Do	Pen. 17. June 10	107.2			

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Gld. Mons. Pen.	96.3	101.3	—	Commercial Union Group St. Helen's 1 Underneath Room
Do. Accum.	97.2	102.3	—	
Prop. Pen. Fund.	96.9	102.0	—	
Do. Accum.	96.9	102.0	—	

[illegible]

Cannon Assurance Ltd.
1 Olympic Wy. Wembley, HA9 0NB. 01-902 9876
Eagle Star Insur/Midland Ass.
1. Threadneedle St., EC2 01-583 12
Eagle/Mid. Units—1348 36.11—0.31 6

Cann Insurance Ltd.	Eagle Star Insur/Atlantic Assn
1 Olympic Wy., Wembley, Eng O.N.G. 01-092 8876	1 Thrusdale St., E.C.4
Director's Sec. £178 000 +14	Expenditure Unit - \$94
Property Unit 717	\$411 -0.24
Exec. Bldg. Opt. 758	
Sec. Serv. Unit 721	-9
Exec. Pk. Units 949	
Balance Bond 956	
Life & Acc. 120 112 +1.04	
Property Bond 769	+1.26
Capital Life Assurance	Growth & Sec. Life Ass. Soc. Ltd.
Compton Hse., Chapelstn Way 0902 28811	United House, W.11
Inv. Rev. May 5 0.4142	Fleetside Park Lane,
	Landmark Sec. 4100.5
	Landmark Sec. Ac. 55.96
	Landmark Sec. Ac. 99.1
	Landmark Sec. Ac. 101.6
	8 & Super Fund 732.12
Chirhoe Japhet Life As. Co. Ltd.	Guardian Royal Exchange
1, Peterborough Row, E.C.4.	Royal Exchange, E.C.3
Security Bonds 25.0	Property Bonds 125.4
Security Bonds 25.4	Yen. Am. F.A.W. 133.8
Manned Bds. 25.0	102.5
Paid-Up Bds. 25.0	

Thames Management Co. Ltd. Charterhouse, Ipswich

[illegible]

P.O. Box 54715, Nassau, N.P., Bahamas. Agents N. M. Rothschild & Sons Ltd.
Nippon Ed. June 5 - [JUSU] 49 [BQ] 147 626 4358, Hill Samuel & Co. Ltd. 628 8011

[illegible]

as JOAO MENDES RIBEIRO
Oporto, 29th May, 1975.

[illegible]

• HOTELS—Continued

[illegible]

هكذا عن الأصل

MINNESOTA

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This service is available to every Company dealt in on Stock Exchanges throughout the United Kingdom for a fee of £2.5 per annum for each security

